



Hamilton

7.1

Sponsorship Overview

The City of Hamilton
&
Meridian Credit Union
for
The Hamilton Farmers' Market

General Issues Committee
March 22, 2017





Sponsorship Overview

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Hamilton

- Revenue Generation team & Meridian Credit Union have developed a strong relationship over the past 2 years
- This opportunity has developed from mutual successes
- Terms of the Sponsorship
 - 5 years plus a 5 year option to renew
 - \$150K per year:
 - \$125K direct to Market – offsetting levy pressures
 - \$25K direct to the levy as part of Rev. Gen. team's budget commitment
 - Includes community outreach beyond the Market, joint marketing, and a non voting seat on the Market Board





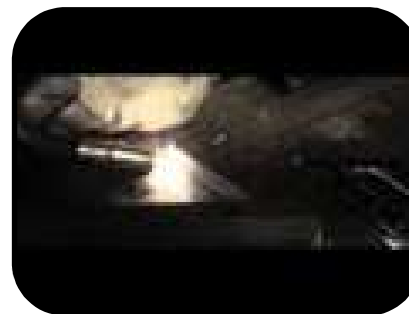
Hamilton

Sponsorship Overview

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- The Hamilton Farmers' Market is celebrating its 180th year in 2017
- The Board is excited to welcome Meridian and their thousands of members to the Market
- They have honoured the history and the name, adding a wonderful tag line "...proudly supported by Meridian"
- The relationship goes beyond money:
 - Providing expertise to the Board and our vendors
 - Joint marketing opportunities to build our customer base
 - An extensive network of members to introduce to the Market





General Issues Committee

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Sue Bennison

District Vice President



Hamilton

Who Are We ...

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- **We** are the largest Credit Union in Ontario
- **We** are 100% Member-owned
- **We** serve over 250,000 Members
- **We** are Member-centric and Employee-centric
- **We** empower our employees enabling local decision-making
- **We** are disruptive innovators within the Co-operative Movement
- **We** are committed to help *grow* our communities by:
 - giving back 4% of our pre-tax profits
and
 - through *active* volunteerism





The Ambitious City of Hamilton ...

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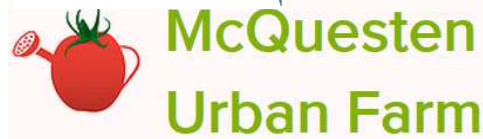
Hamilton

- The City of Hamilton is a priority market
- Since coming to Hamilton, we have demonstrated our commitment through expansion
- The vast majority of our employees working in the Hamilton Market *call* Hamilton Home
- We continue to entrench ourselves in our communities throughout the City of Hamilton by *actively partnering* with many like-minded Organizations to give back and make a difference through on-going Community Engagement initiatives



Community Engagement

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Why Hamilton Farmers' Market



- Opportunity to further grow our partnership with the City of Hamilton to give back in a *meaningful* way, where:
 - Our financial contribution will go right back into our community
 - We will have the ability to assist Small Business Owners through our support and assistance from a financial perspective and through workshops financial and mentorship literacy perspective
 - Increase awareness of the Hamilton Farmers' Market to drive patrons through on-going promotional activities