

Oakville Blooms 2018 Rates and Locations



Locations and Rates

Various sponsorship locations are available town-wide. Two single sided text only signs are included with your sponsorship. Available locations have the sponsorship fee listed in the Sponsor column

When a display becomes available it will be offered to those on the waiting list. To be placed on the waiting list please call 905-845-6601

2018 Floral Display Median and Boulevard locations and rates are:

Location	Sponsor
1 Lakeshore Rd W (W of Stevenson)	ABL Employment Inc
2 Lakeshore Rd W (W of Stevenson)	Whitehall Homes & Construction
3 Lakeshore Rd W (E of Stevenson)	James Allman Coldwell Banker Pinnacle
4 Lakeshore Rd W (E of Stevenson)	R Roszell Plumbing & Heating
5 Lakeshore Rd W (W of Sheldon Creek Bridge)	Dessano Stucco Systems
6 Lakeshore Rd W (W of Sheldon Creek Bridge)	Continental Mirror & Glass
7 Lakeshore Rd W (E of Sheldon Creek Bridge)	Deborah Brown Homes – Remax Escarpment
8 Lakeshore Rd W (E of Sheldon Creek Bridge)	Deborah Brown Homes – Remax Escarpment
9 Lakeshore Rd W (opposite Sandy Lane)	Hisey-McDermott Team – Century 21 Realty
10 Lakeshore Rd W (opposite Sandy Lane)	Frances & Ken Wedlake - Royal LePage
11 Cornwall Rd (E of Trafalgar)	Nancy Shea – Re/Max Aboutowne Realty
12 Cornwall Rd (E of Trafalgar)	Dearcroft Montessori School, est 1968
13 Cornwall Rd (E of Trafalgar)	Goodale Miller Team - Century 21 Realty
14 Cornwall Rd (E of Trafalgar)	Nancy Robertson - Sotheby's Realty
15 Cornwall Rd (W of Allan St)	Michael Pettes Architect Inc
16 Cornwall Rd (E of Cardiff)	David Newton - Century 21 Realty
17 Cornwall Rd (E of Cardiff)	David Newton - Century 21 Realty
18 Kingsway Dr (E of Ford Dr)	Andrew Heideman - State Farm Insurance
19 Kingsway Dr (E of Ford Dr)	Nancy Festarini – Royal LePage Real Estate
20 Kingsway Dr (@ James W Hill PS)	Kingsway Family Dental
21 Eighth Line (N of Glenashton)	Pace Team - Century 21 Realty
22 Eighth Line (N of Glenashton)	N/A - \$2162.40
23 Glenashton Dr (E of Trafalgar)	The Law Offices of Thomas H. Marshall, Q.C.
25 Glenashton Dr (W of Trafalgar)	In Memory of Nada Mahovac
26 Glenashton Dr (W of Trafalgar)	Raintree Irrigation & Outdoor Systems
27 Third Line (N of Upper Middle)	CLS Industries Inc
28 Third Line (N of Upper Middle)	Oakville Orthodontics – Mark Gwartz
29 Third Line (N of Upper Middle)	Dessano Stucco Systems Inc
30 Third Line (N of Upper Middle)	Brad & Clare Thomson - Royal LePage Realty
31 Third Line (N of Upper Middle)	Loretta Phinney Team, Oakville Office
32 Third Line (N of Upper Middle)	AAA Disposal Services

Please see Location map for approximate display locations

Raised Planters

Raised planter groupings are available and include the same sponsorship benefits as boulevards and medians.

Location

- a Cornwall Rd (W of Trafalgar)
- b Cornwall Rd (W of Trafalgar)
- c Cornwall Rd (Triangle @ Trafalgar)
- d Cornwall Rd (Triangle @ Trafalgar)
- e Cornwall Rd (E of Trafalgar)
- f Cornwall Rd (E of Trafalgar)
- g Cornwall Rd (E of Trafalgar)

Sponsor

Nancy Robertson – Sotheby’s Realty
Nancy Robertson – Sotheby’s Realty
David Newton - Century 21 Realty
Roes Stair Corp
Nancy Shea - Re/Max Aboutowne
Richardson Langsford Wealth Counsel
Tim Smith Mortgages

Please see Location map for approximate display locations

Display Fees and Selection

Sponsorship fees are based on 100% cost recovery for the planting and maintenance of the display. The fee is calculated at \$69.71 per square meter of display area (2018 rate).

Sponsorship year runs from May 1 to April 30 of the following calendar year. Current sponsors have first right of renewal and will be contacted mid to late January to confirm their interest and intent for the next sponsorship year. Displays that are not renewed will be offered to parties on the waiting list after May 15, the rate of unsponsored displays will be posted on the Rates and Locations page, indicating that they are available to the general public.

Signage

Please see Oakville Blooms “How It Works” page for signage content parameters. Signage will be ordered following approval by sponsor of design, and will take up to 3 weeks from date of approval to be installed

Payment information

- Duration of the display season is approximately equal to four months (weather dependent) from June 1 to September 30.
- Prior to February 1 of the calendar year, a non-refundable deposit of 25% of the posted annual sponsorship fee will secure the location and sponsorship signage will be placed at the display. Balance is due on or before April 30 of the display year.
- Rates are subject to annual review; changes will be communicated to sponsors with the balance due reminders and will be reflected in the outstanding amount.
- Pro-rating of fees will be considered for new sponsorships of unsponsored areas during the display season if a commitment is received for the same display at full price for the following year. Rates for future seasons may be subject to change.



Pro-rating schedule is as follows:

- New sponsorship initiated between February 2 and June 1 of the display year: full fee
- New sponsorship initiated between June 2 and July 1 of the display year: 90% of full sponsorship plus written commitment to sponsor the following year (at that year's rate)
- New sponsorship initiated between July 2 and Aug 1 of the display year: 50% of full sponsorship plus 25% deposit for the following year's sponsorship
- New sponsorship initiated between Aug 2 and Sept 1 of the display year: 30% of full sponsorship plus 25% deposit for the following year's sponsorship
- New sponsorship initiated between Sept 2 and Feb 1 of the following calendar year: 10% of full sponsorship plus 25% deposit for the following year's sponsorship

For more Information

For more information, please contact Service Oakville at 905-845-6601 or visit the Town website at: <http://oakville.ca/business/oakville-blooms.html>

Terms and Conditions

Please note that opportunities are for financial sponsorship only. There are currently no mechanisms in place for adoption with shared work/maintenance at this time. Payment is due with your application. Locations are subject to availability at time of submission. Pro-ration of unsponsored displays will be considered: schedule is available on request. Duration of display season is weather dependent and consists of approximately four months between planting in May and take-down in mid-September. There are no refunds on signage after the application and payment is received from the sponsor. The Town of Oakville is not responsible for damage or loss of signs. Damaged or vandalized signage will be replaced to original specifications once per year, after which further damage remediation will be at the expense of the sponsor, or will be removed from the site. The Town of Oakville will determine floral display design, plant species and colour. The Town of Oakville reserves the right to reject any applications not deemed appropriate and to give preference to sponsors by proximity to sponsorship locations. The Town reserves the right to reverse the application due to unforeseen events upon full reimbursement of monies received. Sponsorship applications will be accepted at the Parks, Recreation and Culture Department at Town Hall, 1225 Trafalgar Road, L6H 0H3, or by phone, fax or electronic submission. Every effort will be made to accommodate sponsor's first choice in floral display location, however, selection is on a first come, first served basis. Date and time of receipt of payment will determine queue order for sponsorship applications. In-person applications will take priority over electronic.