

## **CITY OF FORT SASKATCHEWAN**

### **Sponsorship, Naming Rights and Advertising Policy GOV-13-C**

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#### **Motion:**

That Council approve Sponsorship, Naming Rights and Advertising Policy GOV-013-C.

#### **Purpose:**

To establish a sponsorship, naming rights and advertising policy that enables the City to seek revenues through sponsorships, naming rights and advertising that support the delivery of programs, services, facility enhancements and operational budgets.

#### **Background:**

On November 21, 2016 Council passed Resolution R200-16 directing Administration to institute a program regarding naming rights and sponsorship for buildings, components, sports fields and events no later than the first quarter of 2017, and further that stakeholders be invited to participate with the City to solicit these funds.

Administration contracted RC Strategies+PERC to utilize their expertise in the field of sponsorship to develop a Council policy and an implementation strategy.

The Sponsorship, Naming Rights and Advertising Policy will enable the City to seek revenues through sponsorships, naming rights and advertising that support the delivery of programs, services, facility enhancements and operational budgets.

The Sponsorship, Naming Rights and Advertising Strategy looks at the current processes, protocols and successes associated with sponsorship, naming rights and advertising. Through an inventory and review of the current situation related to these activities, the strategy outlines key actions and adjustments that are recommended to best position the City to align with the Policy and optimize efforts related to sponsorship, naming rights and advertising. Administration will utilize the strategy to implement the Policy.

#### **Next Steps:**

To implement the Sponsorship, Naming Rights and Advertising Policy, Administration will move forward with Phase I of the attached Sponsorship, Naming Rights and Advertising Strategy, fourth quarter of 2017. Consideration of Phase 2 may be brought forward to Council for discussion and approval during a future budget process.

#### **Recommendation:**

That Council approve Sponsorship, Naming Rights and Advertising Policy GOV-013-C.

**Attachments:**

1. Sponsorship, Naming Rights and Advertising Policy GOV-013-C
2. Sponsorship, Naming Rights, and Advertising Strategy

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Prepared by:	Sheila Gagnon Recreation Development Coordinator	Date: June 21, 2017
Approved by:	Barb Shuman Director, Recreation Services	Date: June 21, 2017
Approved by:	Brenda Rauckman General Manager, Community & Protective Services	Date: June 21, 2017
Reviewed by:	Troy Fleming Acting City Manager	Date: June 22, 2017
Submitted to:	City Council	Date: June 27, 2017