

SPONSORSHIP, NAMING RIGHTS AND ADVERTISING

Date Issued: XXXXX

Mandated by: Council

Current Revision: XX.XXX.XX

Cross Reference:

- Sponsorship, Naming Rights and Advertising Procedure GOV-013-A

Next Review: XX.XXX.19

Responsibility: City Manager

PURPOSE

To establish a sponsorship, naming rights and advertising framework that enables the City to seek revenues through sponsorships, naming rights, advertising sales and donations supporting the delivery of programs, services, facility enhancements and operational budget.

POLICY

Through the ongoing process of sponsorship, the City welcomes and actively seeks sponsorships, naming rights, advertising sales and donations on a variety of assets in order to generate non-tax revenue to fund the provision of City programs, services, facility enhancements and operational budget.

DEFINITIONS

Advertising Sales – shall mean the process of selling display space in or on City assets.

City Council – shall mean the municipal Council for the City.

City Manager – shall mean the Chief Administrative Officer for the City.

Donations – shall mean contributed funds, services or gifts-in-kind without an expectation of recognition or return. All donations will comply with Canada Revenue Agency (CRA) regulations.

External Agencies – shall mean entities not part of the City such as societies, not-for-profit organizations, user groups, foundations and government partners which may have agreements with the City while not under its direct control.

Fulfilment – shall mean the terms of the agreement must be completed by the City and sponsoring party to receive recognition for the sponsorship, naming rights, advertising or donation.

In-kind – shall mean contribution sponsorship received in the form of goods and/or services rather than cash.

Municipal Assets –shall mean facilities, vehicles, equipment, programs, services, publications, websites or events, owned and operated by the City.

Naming Rights – shall mean opportunities for an external sponsor to receive the exclusive right to name a City property under specific terms.

Sponsorship – shall mean a mutually beneficial contractual agreement between the City and an external company, organization, association or individual where the City leverages a municipally owned asset to receive financial or in-kind support in exchange for recognition, exposure, activation opportunities, and/or other commercial benefits.

GUIDING PRINCIPLES

1. City Council is responsible for:
 - 1.1 Determining which assets shall be made available for naming rights opportunities.
 - 1.2 Approving agreements that are greater than \$500,000.
2. The City Manager or designate is responsible for:
 - 2.1 Negotiating and approving agreements related to sponsorships, advertising sales, naming rights and donations that fall within the level of approval for revenue contracts delegated to the City Manager.
 - 2.2 Recommending to Council the agreements with revenue exceeding \$500,000.
 - 2.3 Ensuring legal agreements are secured for all sponsorships, advertising sales, naming rights and donations related to programs, services, physical spaces and operational budget.
 - 2.4 Ensuring that applicable policies and procedures to support sponsorships, naming rights, advertising sales and donations are in place as necessary.
 - 2.5 Ensuring that all sponsorships, naming rights, advertising sales and donation agreements meet the City's legal processes and standards.
 - 2.6 Ensuring resources are allocated appropriately to support the annual sponsorships, naming rights, advertising sales and donation budget.

3. Sponsorships, naming rights, advertising sales and donation revenues and associated expenses shall be allocated to annual programs, services, facility enhancements and operational budget.
4. Sponsorships, naming rights, advertising and donation activities shall safeguard the City's assets and interests.
5. In accordance with Procurement Policy FIN-020-C, sponsorship, naming rights, advertising and donation activities shall not entitle any sponsor or donor to influence any business decisions made by the City.
6. The City will not enter into any sponsorship, naming rights, advertising and donation agreements with companies that have a conflict with the City.
7. Sponsorship, naming rights, advertising and donations will be undertaken in accordance with accepted principles of sound business, legal and financial management.
8. Sponsorship, naming rights, advertising, and donations will not cause a City employee or a member of Council to receive any product, service or assets for personal gain or use.
9. Where there are costs associated with securing funds and fulfilling contractual obligations generated through sponsorship, naming rights, advertising and donations, these costs are reflected in the operating budget and shall not exceed the revenue generated by the agreement.
10. Agreements with external agencies shall reflect this policy.
11. Sponsorship, naming rights, advertising and donations activities shall support the strategic direction and values of Council.

AUTHORITY / RESPONSIBILITY TO IMPLEMENT

1. The City Manager is responsible for the implementation and monitoring of this Policy.