

**Purpose:**

Council supports sponsorship as a recognized revenue/resource generating strategy for the development and operation of City owned facilities and services. Council considers facilities and services to be of value to the community and believes sponsorship is a means to provide these in a cost effective manner.

Council wishes to provide opportunities for the community to connect to civic facilities and services as a means to cultivate a sense of ownership and belonging.

**Policy Principles:**

Sponsorship shall be guided by the following principles:

**1 Balance**

- (1) Mutual Benefit is provided to the sponsor and The City.
- (2) Not all City facilities or services are available for sponsorship.
- (3) Commemorative/historical naming of facilities is a priority.
- (4) Potential community impact(s) are considered; relationships are honoured.
- (5) The City shall safeguard the corporate values, images, assets and interest while developing opportunities for revenue/resource generation through sponsorship.

**2 Transparency and Accountability**

- (1) The City offers all sponsorships opportunities in an open, equitable and fair manner.
- (2) Public perception of sponsorships is considered; opportunities are scrutinized for potential community concern.

**3 Identity**

- (1) City facilities and services will only be associated with sponsors that are compatible with, complementary to, and reflective of the City's values and its mandate.
- (2) A sponsor may add their brand as a supplemental name to The City's permanent name; however
  - (a) Perpetuity in naming will not be permitted for corporate sponsors or private donors and will only be permitted for legacy naming; and
  - (b) Names to be considered may be those of persons living or deceased.

**4 Sustainability**

- (1) The City develops alternative funding sources with revenues realized through sponsorship.
- (2) The City will not be dependent on sponsorship; when sponsorship is not attained, facilities and services continue to be provided to the community.

- (3) Expenses related to sponsorship engagement and fulfillment are funded through revenues generated by sponsorships.
  - (4) Long term sponsor relationships are established.
  - (5) Sponsorship opportunities are flexible to allow for evolution over time as economic and social shifts occur.
- 5 Governance
- (1) Sponsorships are of benefit and/or interest to the majority of the citizens.
  - (2) The City will establish outcomes to direct sponsorship results.
  - (3) The City will evaluate sponsorship and report on outcomes.
  - (4) This policy does not apply when:
    - (a) The City acts as the sponsor of a community group, organization, event or individual;
    - (b) The City is one of multiple partners involved in hosting an event; or
    - (c) The City considers the naming of municipal features for commemorative, historical or other purposes.

**Reporting and Monitoring:**

- 1 The outcomes from sponsorship will be reported to Council on an annual basis.

**Approval:**

- 1 The City Manager has authority to apply reasonable interpretation and responsibility to ensure council's policies are implemented.
- 2 In the event a significant community impact occurs or may occur, the City Manager will present options and considerations to Council in seeking approval for the sponsorship.

**Definitions:**

- 1 Advertising: The selling of space on City's printed materials, properties and equipment whereby the advertiser is not entitled to any additional benefits beyond access to the space purchased. Advertising is a straightforward purchase of space based on pre-established rates.
- 2 Commemorative/Historical Naming: The act of naming municipal features by recognizing and commemorating individuals, groups of local, provincial or national significance, local historical events and the flora, fauna and natural/geographic features of the community.

- 3 **Donation:** Similar to a gift in that it is essentially given as a gift and no reciprocal recognition is given or expected. If reciprocal benefits exist, the principles of this policy apply.
- 4 **Facility:** Any building, structure or area of land owned by or under the direction and control of The City, including among other things: leisure centres, sports and fitness facilities, arenas, parks, park amenities, natural features and bridges.
- 5 **Gift:** An unsolicited contribution to The City for which there is no reciprocal recognition expected or required from The City.
- 6 **Gift In Kind:** Contributions, other than cash, including corporate products, services and/or other assets without charge or purchase, usually in return for published acknowledgement.
- 7 **Naming Rights:** A form of sponsorship that provides a sponsor the right to name a piece of property or parts of a property, granted in exchange for financial considerations.
- 8 **Recognition:** Refers to the acknowledgement and expression of thanks issued for a sponsorship; the previously agreed upon terms of publicity and/or promotion that suitably reflect the impact of the sponsorship.
- 9 **Sponsor:** A private or non-profit sector individual or organization providing a cash and/or in-kind fee to The City, typically with expectation for commercial return, acknowledgement or promotion.
- 10 **Sponsorship:** A mutually beneficial arrangement or partnership between The City and an external company, organizations or enterprise wherein the external party contributes funds, goods, equipment or services to a municipal project, service or initiative in return for recognition, acknowledgement or other promotional consideration.
- 11 **Sponsorship Fulfillment:** The agreement that was made between the sponsor and The City with respect to recognition and acknowledgement of the sponsor contribution.
- 12 **Service:** Any intangible good provided by The City to the residents, including but not limited to programs, festivals, activities and events.
- 13 **The City:** Means The City of Red Deer, its departments and staff.



Council Policy

Sponsorship Policy

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### Document History

Policy Adopted	February 4, 2013
Policy Revised and Approved	June 11, 2018