

Policy: Sponsorship Policy

Date Originally Approved: April 28th 2016

Motion: “That the Sponsorship Policy 2016 - 41, be approved, as presented”.

This Policy is current as of: April 28th 2016

Policy Number: 2016 – 41

Policy Subject: Sponsorship Policy

Policy Objective

It is the desire of the Town of Stewiacke to foster private-sector sponsorship to assist in the provision of municipal events, programs and services consistent with the Town's vision, mission and values without additional costs to the tax payer. This policy is intended to create a framework for accepting sponsorships and naming right proposals, while ensuring fairness, transparency and accountability of the sponsorship process.

This policy shall apply to all arrangements entered into by the Town and persons or bodies corporate that involve consideration for sponsorship and / or naming rights. This policy does not apply to areas specifically designated as advertising spaces by the Town.

Policy

1. For the purpose of this policy:
 - a) Sponsorship is a mutually agreed to arrangement between the Town of Stewiacke and an external partner (organization or individual) under which the external partner (the sponsor) contributes money, value-in-kind, or a combination of money and value-in-kind to a town of Stewiacke asset, facility, program, project, or special event in return for recognition, acknowledgement, or other promotional considerations or benefits. Sponsorships does not include donations and gifts for which there is no reciprocal commercial benefit or consideration contemplated or required from the Town.
 - b) A naming right is a type of sponsorship in which an external partner (organization or individual) receives the exclusive right to name a Town of Stewiacke asset under specific terms for a fixed or indefinite period of time. The naming right is sold or exchanged for cash or other valuable consideration.
 - c) Town of Stewiacke assets include Town-owned property, structures, buildings or portions thereof.
 2. Sponsorship will be established in a manner that ensures access and fairness and results in the optimal balance of benefits to the Town in general.
 3. Sponsorship may not compromise the Town's ability to carry out its functions fully and impartially.
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4. Sponsorships must not conflict with the terms and conditions of existing sponsorship agreements or naming right agreements.
 5. Sponsorship rights will be compatible with the nature of the sponsored program, event or asset and compatible with the target audience.
 6. Prospective sponsors shall bear all costs associated with the preparation and submission of any sponsorship proposal and the Town will, in no case, be responsible or liable for those costs.
 7. Granting of sponsorship rights will not result in additional costs for the Town, excluding costs incurred during the solicitation and authorization process, or costs incurred to fulfill conditions of sponsorship.
 8. The granting of sponsorship rights shall not include an expressed or implied obligation on the part of the Town, its agencies, associations or committees to purchase the sponsor's products and services or to endorse either the sponsor itself or the sponsor's products or services.
 9. Sponsors are prohibited from making statements that suggest the sponsor's products and services are endorsed by the Town.
 10. The submission of a sponsorship proposal shall not be construed as a contract.
 11. Sponsorships up to and including \$5,000.00 may be authorized and signed by the CAO or designate.
 12. Sponsorships over \$5,000.00 shall be authorized by a resolution of Council and signed by the Mayor and CAO or designate on behalf of the Town.
 13. Notwithstanding sections 11, any sponsorship from an alcohol company shall only be authorized by a resolution of Council and signed by the Mayor and CAO or designate on behalf of the Town.
 14. All proposals to name a Town of Steviacke asset must be approved by motion of Council. Proposals may be brought forward for consideration by a third party and shall include:
 - a) the proposed naming rights fee;
 - b) the proposed term of the naming right agreement;
 - c) the proposed rights and benefits;
 - d) the intended use of the funds(e.g. capital, endowment, capital reserve plans);
 - e) a draft signage and acknowledgment plan; and
 - f) a draft naming rights agreement.
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15. Proceeds received by the Town through the sale of sponsorship rights are to be used for:
- a) the enhancement or maintenance of the sponsored event, program, service or combination thereof;
 - b) investments whose proceeds contribute to the delivery of Town services; and
 - c) such other purposes as agreed upon in the terms of the sponsorship agreement.

Annotation's For Official Policy Book

Date of Council members Review April 14th 2016

Date of Passage of Current Policy: April 28th 2016

I certify that this Policy was adopted by Council as indicated above.

CAO / Clerk

Date

2016