

## Council Policy

<b>Policy</b>	Sponsorship and Advertising on Village Owned Assets	<b>Policy No.</b>	55
<b>Effective Date</b>	November 1, 2016	<b>Approved by:</b>	Council
<b>Date Amended</b>	n/a	<b>Resolution No.</b>	R213/2016
<b>Date Established</b>	November 1, 2016		

### PURPOSE

The primary objective of this policy and its guidelines is to safeguard the Village's community identity, corporate values, image, assets and interests while increasing the opportunities for revenue generation. The policy applies to the following:

- Special Event sponsorship
- Naming/renaming of Village property, buildings, and structures
- Paid advertising on Village property, at Village events, and in Village publications and signage or other display devices.

### SCOPE

This policy applies to all Village employees and members of Council. This policy also applies to all relationships between the Village of Anmore and businesses, organizations and individuals that contribute either financially or in-kind to Village events, services or facilities in return for recognition, public acknowledgement or other promotional considerations.

### DEFINITIONS

**Property** refers to Village assets including but not limited to, events, services, programs, activities, real property, facilities, intellectual property, parks, but not including streets.

**Sponsorship** refers to a mutually agreed to arrangement between the Village and an external company, organization, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods, or services to a Village facility, project, or special event in return for recognition, acknowledgement, or other promotional considerations or benefits. This does not include donations and gifts to the Village where no business relationship or association is contemplated or documented and where no reciprocal consideration is being sought.

- Monetary – A sponsorship received in the form of money
- In-kind – Goods or services of value to the Village are received rather than cash

**Advertising** is the sale to an external company, organization, association or individual of advertising space on Village printed materials or property, and at Village events. Unlike sponsorship, advertising involves the simple purchase by an advertiser of advertising space sold at a rate determined by the Village. The purchaser of this space is not entitled to any additional benefits other than those accruing from the space purchased.

**Naming Rights** is a type of sponsorship in which an external company, organization, association or individual purchase the exclusive right to name an asset or venue (a building, part of a building—a room within a facility) for a fixed or indefinite period. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash and/or other considerations under a long-term arrangement. This arrangement is usually documented in a written agreement signed by the interested parties and has a specified end date to the contractual obligations.

## **SPONSOR ELIGIBILITY AND RESTRICTIONS**

1. The Village shall decline sponsorship and advertising proposals from parties that are disqualified from doing business with the Village including businesses that do not hold a current business license (where a Village business license is required).
2. To protect the privacy of Anmore residents, sponsors and advertisers are not to have access to personal information held by the Village.
3. No form of indemnification will be provided to any sponsor or advertiser without the express approval of the Village.
4. Sponsors and advertisers are prohibited from implying that their products, services or ideas are sanctioned by the Village or using the Village's logo unless pre-authorized by the Village.
5. There will be no actual or implied obligation to purchase the product or services of the sponsor or advertiser.
6. Sponsorship arrangements made previous to this policy's creation are not subject to it.
7. The policy does not apply to Village sponsorship support of external projects where the Village provides funds to an outside organization.



## **GENERAL REQUIREMENTS**

All sponsorship and advertising agreements must comply with federal and provincial statutes, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council.

The following conditions apply when establishing sponsorship and advertising relationships:

- The Village will not relinquish to the sponsor any aspect of the Village's right to manage and control Village properties;
- The Village will maintain control over the planning and delivery of sponsorship activities;
- Agreements will not in any way invoke future consideration, influence or be perceived to influence the day-to-day business of the Village;
- The relationship must not cause a Village employee or member of Council to receive any products or services for personal gain or use;
- Advertising devices must not impact the quality and integrity of the Village's properties, buildings, streetscape, and provide no added risks to safety;
- Advertising of a product or service does not act as the Village's endorsement of any one product or service over another;
- The sponsorship and advertising opportunity should be appropriate to the target audience; and
- Wherever a sponsorship or advertising arrangement is in place, it is necessary for the Village to continue to be recognized for those programs, facilities, structures etc., where it makes an ongoing significant contribution to capital or operating costs. Clear and permanent identification of the Village will be displayed in adherence to branding guidelines established by the Village.

## **RESTRICTIONS FOR SPONSORSHIP AND ADVERTISING**

The Village will not solicit or accept sponsorship or advertising from individuals, companies or organizations whose reputation could prove detrimental to the Village's public image and/or whose business:

- Present demeaning or derogatory portrayals of individuals or groups or contains anything, which, considering generally prevailing community standards, is likely to cause widespread offence;
- Represents political endorsement of a party, elected representative or candidate from any level of government; and
- Violates any aspect of the Canadian Code of Advertising Standards/



The Village retains the sole discretion not to accept sponsorship from any entity for any reason.

## **ADMINISTRATIVE REQUIREMENTS AND AUTHORITIES**

In addition to following the Village's Purchasing Policy, as a rule, the following sponsorship and advertising opportunities should be competed:

- Opportunities that will offer a significant corporate profile;
- Agreements of a lengthy duration; or
- Agreements that allow for exclusive benefits and recognition.

Non-competitive arrangements may be considered for the following opportunities when:

- An unlimited number of sponsors are being sought;
- It is a unique, innovative, or experimental sponsorship opportunity;
- Only one suitable sponsor can be found;
- The value of the sponsorship or advertising opportunity is less than \$5000; or
- The need is justified in a business case, approved by the Chief Administrative Officer.

Unsolicited sponsorship and advertising proposals received by the Village will be reviewed and evaluated by the Chief Administrative Officer and presented to Council.

The Village reserves the right to reject any unsolicited sponsorships that have been offered, and to refuse to enter agreements for any sponsorships that originally may have been openly solicited by the Village.

The Village reserves the right to terminate an existing sponsorship or advertising agreement should conditions arise that make it no longer in the best interests of the Village.

## **RESPONSIBILITIES**

When directed by Council, the Chief Administrative Officer is responsible for soliciting and negotiating the agreements. Staff reviewing special events sponsorship and advertising proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, ethical scans, and permits have been obtained.

The Special Events Coordinator is responsible for maintaining a log of all sponsorship and advertising contributions and for issuing a written acknowledgement of the agreements to each sponsor or advertiser.



Sponsors are to update the Village of any changes to their business/advertising that may affect the agreement with the Village.

Sponsorship and advertising agreements spanning multiple years or events will be approved by Council.

## SPONSORSHIP LEVELS & RECOGNITION

Level	Recognition		
<b>Bronze:</b> Monetary up to \$499 In kind up to \$999	Business or individual name on online material		
<b>Silver:</b> Monetary \$500 - \$999 In kind \$1000 - \$1499	3 <sup>rd</sup> rank logo/name placement in print and online material	Business or individual name and small logo on banner	
<b>Gold:</b> Monetary \$1000 - \$2499 In kind \$1500 - \$2999	2 <sup>nd</sup> rank logo/name placement in print and online material	Business or individual name and medium logo on banner	
<b>Platinum:</b> Monetary \$2500 or more In kind \$3000 or more	Mentioned as a title sponsor by emcee and in print material	1 <sup>st</sup> rank logo/name placement on printed and online material	Prominent logo and Business or individual name on event banner

