



## TOWN OF HIGH RIVER POLICY

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**Policy Number:** POL-06-102-00  
**Policy Name:** Facility Sponsorship Policy

**Related Procedure Number:**

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**Approval Date:** February 24, 2014  
**Last Revision Date:** February 24, 2014  
**Last Review Date:** February 24, 2014  
**Policy Category:** Legal  
**Responsible Department:** Community Services

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### 1.1 Policy Statement

The Town of High River (Town) strives for best value and alignment with Council priorities, taking into consideration the social, economic, and environmental impacts to the Town.

The Town will manage Facility Sponsorship Agreements in a manner that ensures:

- The Town of High River (the Town) is protected from risk;
- Employees are provided with guidelines and procedures based on best practices;
- The Town's stewardship role to safeguard the Town's assets and interests is upheld; and
- Enhanced financial sustainability for facilities.

### 1.2 Purpose

The purpose of this policy is to create an authorized environment for the practice of entering into Sponsorship Agreements and partnerships of the like for the Town's municipally owned properties including communities, parks, roadways, bridges and buildings in accordance with any other Town of High River Policies.

### 1.3 Related Information

- Municipal Government Act
- Town of High River's: Naming Policy (POL22-101-00)
- Town of High River's: Procurement Policy (POL-16-108-01-00)

### 2.1 Definitions

**Donation** means a contribution to the Town. A Donation is similar to a Gift in that it is essentially given as a Gift and no reciprocal commercial benefits are expected. If reciprocal commercial benefits are given and a business relationship exists with a corporate donor, the principles of this policy apply.

**Gift** means an unsolicited contribution to the Town for which there is no reciprocal commercial benefit expected or required from the Town. As Gifts are unsolicited and do not involve a business relationship, they are separate and distinct from Sponsorship.

**Marketing Sponsorship** means a mutually beneficial business arrangement between the Town and a third party (corporations and/or individuals), wherein the third party provides cash and/or in kind services to the Town in return for access to the commercial marketing potential associated with the Town. Marketing Sponsorships may include Sponsorships of one or more of the Town's services, projects, events, facilities or activities.

**Request for Sponsorship Proposal** means an open and competitive process whereby corporations and organizations may express their interest in participating in Sponsorship opportunities with the Town. Requests for Sponsorships should include a summary of the Sponsorship opportunity, benefits for participation, and a description of the open and competitive procedure for expressing interest in participating in Sponsorship opportunities.

**Sponsorship Agreement** means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits and the external organization for a specified time period.

**Sponsor** means a corporation or organization that enters into a Sponsorship Agreement with a facility or land and pays cash or Value-in-Kind in return for access to exploitable commercial potential associated with the facility or land.

**Value-in-Kind** means a Sponsorship received in the form of goods and/or services rather than cash.

### 3.1 Scope

This policy applies to the Sponsorship at or of any municipally owned facility or land.

### 3.2 Guiding Principles

The following guiding principles will apply to all Sponsorships:

- The Town supports the ongoing practice of entering into marketing and Sponsorship Agreements with third parties (corporations and/or individuals) where such partnerships are mutually beneficial to both parties in a manner consistent with all applicable policies set by the Town. Under conditions of this policy, Town staff may continue to solicit such Marketing Sponsorships as per General Guidelines section 4.3 a);
- The Town recognizes and supports Marketing Sponsorships as a revenue generating strategy that balances the benefit of entering into a Sponsorship Agreement with the Town's role as steward of public assets and interests;
- It is necessary for the town to remain to be recognized as the owner of the facility or land regardless of the Sponsor's identity being displayed at the property. Clear and permanent identification of the Town will be displayed in adherence to guidelines established by the Town;
- The Town shall not relinquish to the Sponsor any aspect of the Town's right to manage and control the Town's facility or land;
- All bylaws of the Town, including sign regulations as prescribed in the Land Use Bylaw, will be adhered to;
- All Provincial and Federal laws governing Sponsorship, including those regarding the issue of charitable Donation receipts, will be adhered to;
- Terms of all Agreements in excess of \$75,000 and /or greater than 5 years will be approved by Council resolution;
- Exceptions to this policy will be approved by Council resolution.

### 4.1 Sponsorships

The general procedure for developing Sponsorships will be as follows:

- a) Concept approval for Sponsorship projects will be obtained from the Director of Community Services before potential Sponsors are approached or agreements are made.
- b) Sponsorship proposals will be in writing and outline the marketing benefits that will be exchanged between both parties.
- c) Sponsorship proposals that potentially include purchasing agreements will be coordinated through the Director of Community Services and include the involvement of the Manager of Finance Services.

#### **4.2 Naming Considerations**

The following criteria is to be taken into account when considering the name for the facility or land:

- a) An asset analysis and market evaluation is to be completed to determine the value of the asset in the marketplace. The process is to be done under the direction of the Director of Community Services.
- b) A risk / benefit analysis must be completed prior to the acceptance of any considered name.
- c) The proposed Sponsorship purchaser must support the image and value of the Town and the community.
- d) The Town shall not relinquish to the purchaser any aspect of the Town's right to manage and control the facility or land.
- e) Signage, branding, publicity and advertising shall conform to all applicable federal and territorial statutes, and to all applicable municipal bylaws and policies.
- f) Administration will forward a report with recommendations to Council regarding the Sponsorship opportunity. The report process will be led by the Director of Community Services.
- g) Naming considerations must meet the naming principles outlined in the Naming Policy.

#### **4.3 General Guidelines**

The following general guidelines are to be considered:

- a) Solicitation or Request for Sponsorship Proposals and negotiation of Sponsorships will be conducted by the Director of Community Services, or by outside contract as approved by the Director of Community Services. All Town Sponsorship Agreements will be negotiated in good faith and represent the Town in a professional manner.
- b) All signage will be mutually agreed upon for size, design, composition and location to ensure congruency with the image and location of the facility.
- c) Use of the Town's logo in combination with the Sponsor logos will be in keeping with the Town's Graphics Standards Adherence Procedure.
- d) The Town will only enter into agreements with Sponsors who are compatible with the Town's values, mandate and policies as follows:
  - 1. To consider first the interests of the Town in all transactions and to carry out and believe in its established policies.
  - 2. To be receptive to competent counsel from colleagues and to be guided by such counsel without impairing the dignity and responsibility of the Town.
  - 3. To transact with prejudice, seeking to obtain the maximum ultimate value for each dollar of expenditure.
  - 4. To strive consistently for knowledge of the materials and process of manufacture.
  - 5. To subscribe to work for honesty and truth in buying and selling and to denounce all forms and manifestations of commercial bribery.

6. To accord a prompt and courteous reception, so far as conditions will permit, to all who call on a legitimate business mission.
7. To cooperate with all organizations and individuals engaged in activities designed to enhance the development and standing of materials management.
8. To not solicit or accept Sponsorship or advertising from companies whose reputation could prove detrimental to the Town's public image and / or whose main business is derived from:
  - i. The sale of tobacco; or
  - ii. Alcohol; or
  - iii. Pornography; or
  - iv. The support of, or involvement in the production, distribution, and sale of weapons and other life-threatening products.
9. To not allow advertising, either directly or through third party arrangements, that:
  - i. Convey a negative religious message that might be deemed prejudicial to religious groups; or
  - ii. Promote alcohol and other addictive substances, at venues geared primarily to children; or
  - iii. Present demeaning or derogatory portrayals of individuals or groups or contain anything, which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.


**5.1 Exceptions**

The Town has allowed previous advertising and sponsorship sales by community clubs and organizations. These clubs have benefited financially from these sales for some time. It is the intent of this policy to allow these sales (as they are currently done) to continue until March 31, 2015, afterwhich all such sales will be bound by this policy.

**Approval**

This policy will come into force and effect upon adoption by Council at a Regular or Special Meeting of Council.

February 24, 2014 Meeting of Council  
Resolution #126/2014

  
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MAYOR/DEPUTY MAYOR

  
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CHIEF ADMINISTRATIVE OFFICER/  
DIRECTOR OF LEGISLATIVE AND ADMINISTRATIVE SERVICES

February 24, 2014  
\_\_\_\_\_  
DATE

Revision Date	Section	Purpose of Revision