

POLICY MANUAL

Title: Sponsorship	Policy No : 4.20 Supersedes: New
Authority: <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Operational Approval: <input checked="" type="checkbox"/> Council <input type="checkbox"/> CMT <input type="checkbox"/> General Manager	Effective Date: June 13, 2017 Review Date: June 2018
<p>Policy Statement</p> <p>This policy provides a framework for the acceptance of monetary contributions, products and services and in-kind offerings. Donations in the form of Sponsorship, Cooperative Marketing Partnership or Naming Rights to the Maple Ridge Parks, Recreation & Culture Department will be reviewed in accordance with set guidelines, and such sponsorship will be accepted only when it has been demonstrated that defined Criteria have been met.</p> <p>This policy is not intended to constrain the City from providing support to non-profit groups that provide a recreation opportunity that is of benefit to the community.</p>	
<p>Purpose</p> <ol style="list-style-type: none"> 1. To ensure a consistent practice is followed throughout Parks, Recreation & Culture facilities and services. 2. To provide the criteria for: <ol style="list-style-type: none"> a) the review of solicited and/or unsolicited donations, b) the evaluation of Sponsorship, Cooperative Marketing Partnership or Naming Rights opportunities, and c) the approval process. 3. To ensure mutually beneficial terms and a coordinated approach for City and sponsors/partner. 4. To off-set costs and enhance program and service levels. <p>EXCLUSIONS: No sponsorship relationship will exist as a result of:</p> <ol style="list-style-type: none"> 1. Gifts or unsolicited donations where no business relationship exists. 2. The sale of advertising or signage space on facilities and printed material, where no reciprocal partnership exists, for example, the sale of advertisements in the Maple Ridge Arts and Recreation Guide. 	

Definitions

Sponsorship: A mutual agreement between the City and an external company, organization, association or individual whereby the external party (sponsor) contributes money, goods or services to a Parks, Recreation & Culture facility, program, project or special event for recognition, acknowledgment or other promotional considerations or benefits.

Cooperative Marketing Partnership: A mutual agreement between the City and an external company, organization, association or individual whereby a negotiated guaranteed fee, percentage rate, product or service-in-kind, is exchanged for the exclusive or non-exclusive right to:

- a) Distribute their product and services at Parks, Recreation & Culture facilities, events and/or programs.
- b) Market and promote their relationship with the City in facilities, events and/or programs or in their own marketing materials. Examples include but are not limited to signage, advertisements and Naming Rights.

Naming Rights: An agreement where an external company, organization, association or individual purchases the exclusive right to name a municipal asset or venue for a fixed period of time.

Criteria: The sponsorship relationship must:

1. Align with the vision, values, goals and priorities of City.
2. Enhance the delivery or general public awareness of Parks, Recreation & Culture services or activities.
3. Comply with all Federal and Provincial statutes, Municipal bylaws, policies and procedures.
4. Not conflict with any current contracts or agreements.
5. Not influence or determine the supply of goods or services to the City beyond the terms of the agreement.
6. Not be perceived as detrimental to the City's public image and/or reputation such as (but not limited to):
 - a) Promotion of the sale of tobacco, alcohol, and other addictive substances.
 - b) Promotion of violence.
 - c) Promotion or endorsement of a religious organization or doctrine, a political party, elected representative or candidate from any level of government.
 - d) Support for or involvement in the production, distribution, and sale of weapons and/or other life-threatening products.

Key Areas of Responsibility	
Action to Take	Responsibility
<p>Guidelines:</p> <ol style="list-style-type: none"> 1. A written sponsorship agreement between the sponsor proponent and City shall be entered into that outlines the expectations and responsibilities of each party. 2. The City shall be advised of all agreements. 3. City approval is required for any agreements above \$25,000. 4. Sponsor recognition must include the City and Parks, Recreation & Culture logo and the scale of such recognition will reflect the scale of each participant's contribution. 5. All agreements entered into must be approved by the General Manager of Parks, Recreation & Culture or his/her designate. 6. All third party agreements made by partners, associations, contract service providers, or other groups that use City owned property must receive written consent by the General Manager of Parks, Recreation & Culture or his/her designate. 7. Naming Rights for a facility must receive approval from City Council. 8. Sponsorship proposals that are unique or experimental will be considered in accordance with the above guidelines however a fixed time-frame may be applied to ensure a review of the implementation to ensure alignment with this policy. 	<p>Business Operations – Marketing and Communications</p>