

Title: Sponsorship, Advertising and Naming Rights Policy		Policy No: 4.34 Supersedes: 4.20 and 4.28
Effective Date: December 5, 2023	Amended Date: N/A	Review Date: 2025
Policy Statement: The City of Maple Ridge welcomes and encourages Sponsorship, Partnership and Advertising opportunities to assist in the provision, support and enhancement of City programs, services, and infrastructure.		
Purpose: The purpose of this Policy is to: <ol style="list-style-type: none"> 1. set out a framework for the City's acceptance of financial or in-kind contributions for events, programs, services and/or amenities in return for recognition, public acknowledgement, advertising opportunities or other promotional and marketing considerations; and 2. guide the City's process of generating and maximizing revenue opportunities while safeguarding the City's corporate brand, values, image, assets, and interests. 		
Scope: <ol style="list-style-type: none"> a) This Policy applies to: <ol style="list-style-type: none"> a) all City business units, departments and divisions; b) all City Assets including but not limited to built and natural infrastructure, transportation, facilities, events, communications, programs and services, special projects, features (i.e. rooms, ice sheets, playgrounds, parks) and other relevant assets; c) commercial naming rights within City-owned facilities unless exceptions as set out in this Policy apply; and d) paid advertising on City property, at City-hosted events and in City-owned publications. b) This Policy does not apply to: <ol style="list-style-type: none"> a) private-public partnerships (P3's); b) partnered facilities, programs, services and non-profits, until such time as an existing agreement with the City expires; c) philanthropic contributions, gifts or donations; d) grants obtained from other levels of government, foundations, and trusts; e) historical or commemorative naming of Parks, Trails and Recreation Facilities (non-commercial naming – i.e. Greg Moore Youth Centre); f) grants or Sponsorships provided by the City; and g) street naming. 		

Definitions:

“Advertising” means a media buy involving the sale or lease of a City Asset for the purposes of promoting the Company’s Services. Unlike Sponsorship, there are no associative values and the commercial use and or lease of the City Asset is based on predetermined industry standard rates of cost per thousand (CPM). Advertising does not imply a reciprocal relationship between the Company and the City and as such, the Company is not entitled to additional benefits beyond the City Asset being purchased.

“Agreement” means a binding legal contract between the City and a Company that requires performance from both parties in relation to a Sponsorship, Partnership or Advertising opportunity.

“City Asset” means a property or benefit owned or managed by the City and includes, but is not limited to, real property, events, stand-alone communications pieces, programs and services, special projects, features and other relevant properties.

“Commercial Naming Rights” means a type of Sponsorship Agreement where a Company purchases the exclusive rights to name a physical City Asset by incorporating the Company name into the name of the City Asset for a defined period of time.

“Company” means a business, organization, corporation, society, or other body that is proposing an opportunity, or entering into an Agreement with the City, for the purposes of Sponsorship, Partnership, Advertising or other related Services as set out in this Policy and includes the terms “sponsor” and “partner”.

“Donation” means a contribution of cash, services, or Value In-Kind without any expectation of financial return, marketing value or other commercial advantage.

“Partnership” means a mutually beneficial Agreement between the City and a Company whereby a negotiated guaranteed fee, percentage rate, product, or Value In-Kind is exchanged for the exclusive or non-exclusive right to distribute and market their Services through a City Asset and to promote their relationship with the City.

“Proposals” means a Sponsorship, Partnership or Advertising opportunity that has been proposed by a Company to the City in relation to that Company’s Services.

“Services” means the business, products, services, or other such related items that is offered by a Company to the City in relation to a Sponsorship, Partnership, or Advertising opportunity and which may be set out in the Agreement between the Company and the City once the Proposal is approved.

“Sponsorship” means a mutually beneficial business relationship where a Company provides a rights fee in cash or Value In-Kind arrangement in exchange for the right to leverage the commercial potential associated with a City Asset. Sponsorship is a marketing-based activity and there is a commercial expectation on the part of the Company. Sponsorships secured through a Sponsorship Agreement.

“Title Sponsorship” means the highest level of Sponsorship designation in a City Asset. The level is typically the largest contributor in a City Asset and includes rights to name the City Asset and connotes a level of marketing ‘ownership’ of the City Asset.

“Value In-Kind” means full or partial payment of a rights fee in goods or services equal to a cash amount and provided in lieu of cash. Other terms included in this definition that bear the same meaning are “in kind”, “VIK”, “contra”, and “barter”.

Procedure:

1. Proposals

- a) Proposals will be evaluated for:
 - quality and timeliness of the Services delivered to the City,
 - net value to the City in cash, or in kind, of the Proposal,
 - alignment of the Services with the City’s policies, standards and operating principles,
 - desirability, image and reputation of the proposed sponsor or partner,
 - timelines or readiness to enter into an Agreement,
 - term of the Agreement,
 - conformity to the City’s development plans and operational goals, and
 - cost to the City for entering into a Sponsorship Agreement.

2. Agreements

- a) If a Company wishes to enter into a Sponsorship, Partnership, or Advertising opportunity with the City, the Company and the City must enter into an Agreement.
- b) Agreements must be in the form of a legal contract that is acceptable to the City and must contain:
 - a description of the contractual relationship and nature of the Agreement,
 - the term of the Agreement,
 - renewal options of Agreement,
 - a payment schedule,
 - the rights and benefits accruing to the Company,
 - release, indemnification, insurance and early termination clauses and,
 - confidentiality terms.
- c) Benefits provided by the City to a Company are limited to those stated in the Agreement between the parties.

3. Endorsement

- a) The City’s entry into an Agreement does not constitute endorsement of the Company’s Services.
- b) Advertisements must not convey, in any form, that the City endorses the Services.
- c) All political advertising must comply with the current Political Activity Policy, as amended from time to time.
- d) Any exclusivity rights within the Agreement will apply only to the City Asset set out within the terms of the Agreement and will not apply to the City itself.

4. Costs and Finance

- a) Funds generated through this Policy will be allocated to a Sponsorship, Partnership and Advertising Reserve Fund.

- b) Funds will not be allocated to specific areas or naming rights of a City Asset as Agreements will include City Assets across multiple areas.
- c) During annual review of this Policy, City Staff will determine the funding available in the Sponsorship, Partnership and Advertising Reserve Fund for the development of annual project and operating budgets.
- d) Funding from the capital and operating budgets from the Sponsorship, Partnership and Advertising Reserve Fund can only occur once funds are received rather than at the point of revenue recognition.
- e) The Company will bear any costs associated with naming rights, which will be incorporated into the Agreement.
- f) Any costs associated with securing funds and fulfilling the contractual obligations of the Company will be reflected in the relevant department's operating budget.
- g) Eligible projects that may be funded from the Sponsorship and Advertising Reserve Fund include:

Operating Budget

- Asset maintenance, such as building repairs, facility improvements and maintenance,
- Special Events, and
- Program Delivery;

Capital Budget

- New facilities and amenities, and
- Asset Renewal of City facilities, park amenities, roads, sidewalks and trails
- h) A formal procurement process will not be required. However, in the event of a competitive situation between two or more Companies where costs are equal, preference will be given to the Company which best aligns with the values and priorities of the City.

5. Naming

- a) City Assets with names of historic or community significance will be considered for renaming only in exceptional circumstances and only after consultation with City Council and the community through a prescribed form of public consultation.
- b) Naming Rights Proposals must respect the use of the City's image, crest, logo, or any other graphic, and comply with the City's corporate identity and graphics' standards.
- c) Naming Rights Agreements must reflect the cost and impact of changing existing City Asset signage and rebuilding community recognition.

6. Restrictions

The City will not solicit or accept Sponsorships or Advertising from Companies:

- a) whose business does not align with any bylaw or policy of the City;
- b) that are involved in a legal dispute with the City;
- c) that will compromise the City's reputation and public image;
- d) whose business or income is derived from, including but not limited to, the sale or production of:
 - i. tobacco,
 - ii. cannabis,
 - iii. firearms,
 - iv. pornography, and
 - v. vaping related products;
- e) who advertise non-commercial messages, including:

- i. religious or political institutions, and
- ii. those that present imaging or messaging that is considered derogatory, prejudicial, harmful, or intolerant of any specific group or individual.

7. Compliance

Sponsorships, Partnerships and Advertising must:

- a) align with City values and be respectful of impacted demographics when Advertising in relation to a City Asset;
- b) comply with the City's current signage policies, bylaws and guidelines;
- c) comply with all applicable federal and provincial statutes, all applicable City bylaws, policies, and practices, the laws of Canada, and the standards set out by the Canadian Advertising Standards Council, as amended from time to time; and
- d) not confer any implied or direct personal benefits to any City Staff or to an elected official, in accordance with the current Political Activity Policy and all other relevant policies.

The City reserves the right to not accept Proposals if they are contrary to any section of this Policy.

Roles & Responsibilities:

CAO	Council
Can approve any Agreement with a financial return to the City of \$50,000 or less per year, that does not involve the naming or renaming of a significant City Asset.	Can approve any Agreement with a financial return to the City of \$50,000 or more per year, that may involve the naming or renaming of a significant City Asset.
Can negotiate Agreements in accordance with the Delegation Bylaw, as amended from time to time.	
Responsible for fulfilling the City's obligations related to all aspects of Agreements.	
Must seek approval from Council prior to initiating negotiations with a potential Company for projects that may be sensitive or involve the naming or renaming of a significant City Asset.	
Provide recommendations to Council on projects that have a value of revenue with exceeds the CAO's approval authority.	
Determine, document, track and report all aspects of Agreements, including: <ul style="list-style-type: none"> the start date and duration of the Agreement, the level of Sponsorship or Partnership contribution, a market value estimate of contribution, the form of recognition the City is making available to the Company, a comparison of proposals for consistency between Companies or community partnership agreements, and 	

<ul style="list-style-type: none">the allocation of funds to capital or operating budgets.		
(Administration Only)	Signature (Corporate Officer)	Date Signed
Resolution No.:	<hr/>	<hr/>