



# POLICY

Policy No. 12 – 131 – 19/04/01

Department: Administration

---

## Sponsorship

---

### 1.0 SCOPE AND PURPOSE

1.1 The purpose of this policy is to create an authorized environment for entering into sponsorship agreements and partnerships. The intent of this policy is to:

- Protect the Town of Nanton from adverse effects on public safety or on the Corporation's image;
- Ensure an open and competitive process is used to secure sponsorship opportunities;
- Provide employees with guidelines and procedures with respect to the sponsorship of Town assets including land, facilities, structures, services, programs and events, based on best practices;
- To uphold the Town's stewardship role to safeguard the Town's assets and interests.

1.2 The policy provides an enabling environment for the Town of Nanton to enter into naming rights agreements with corporations, groups, or individuals within set guidelines and procedures for the purposes of either community promotion or sustainable funding solutions.

### 2.0 PRINCIPLES

2.1 The Town supports the ongoing practices of entering into marketing sponsorship agreements with third parties where such partnerships are mutually beneficial to both parties in a manner that is consistent with all applicable policies set by the Town. Under the condition of this policy, Town staff may consider such marketing sponsorships;

2.2. Third parties seeking municipal sponsorship should not be in conflict with the Town's values, mandate or operating policies, have a positive public image and reflect a high level of integrity.

a) The Town shall not solicit sponsorships from or approve municipal sponsorships of businesses, organizations or individuals who, in the sole discretion of the Chief Administrative Officer, are deemed inappropriate partners for the municipality in that their products or business activities do not align with the Town of Nanton values as expressed in its community plan or policies. Examples of inappropriate sponsorship relationships would include those that:

- Promote the use of tobacco and alcohol;
- Promote religious or political messaging specific to any group or faction;
- Present imaging that is derogatory, prejudicial, harmful to or intolerant of any specific group or individual;
- Create fiscal hardship for the Municipality and/or its residents;
- Make them inappropriate sponsorship candidates for reasons not specified herein.

- Be confirmed in writing and a copy of the signed contract to be sent to the appropriate department manager for information;
- Be signed by an authorized representative of both the parties;
- Outline the term of the agreement. Terms for all agreements shall not exceed 5 years unless authorized by the appropriate department manager or Council;
- Include details of the exchange of marketing benefits (benefits to each party);
- Use of templates prepared and approved by the Town for sponsorship agreements are recommended to minimize risks to the Town and to create efficient internal practices for sponsorship. If templates are not used, agreements should be reviewed by the Town Solicitor to ensure compliance to legislation, etc.

4.5 Sponsorship or promotional agreements for third parties (**where the Town is the sponsor/ supporter**) should be dealt with as follows:

- Amounts up to \$500 under the **Annual Promotional Grant** program, as amended (12-486-18/12/03), the Chief Administrative Officer or designate applying the principles of this policy to applications received with reasonable discretion.
- Requested sponsorship amounts over \$500 are to be referred to Council with a staff report applying the principles of this policy and indicating budgetary capacity to consent to the request.
- Any Town sponsorship agreement valued at over \$5,000 requires a contract as described in section 4.4.

4.6 Authorization to enter into a sponsorship agreement with the Town is as follows:

- Sponsorships up to \$15,000 shall be authorized by the Chief Administrative Officer in consultation with the department head and any standing or advisory committee if applicable;
- Sponsorship agreements over \$15,000 shall be reviewed by the Town Solicitor, authorized by the appropriate department manager, Chief Administrative Officer and approved by Council;
- Sponsorship agreements that involve the sale of naming rights, which pursuant to policy have gone to tender, shall be reviewed by the Town Solicitor, authorized by the appropriate department manager, Chief Administrative Officer and approved by Council. Council may wish to direct Administration to solicit public feedback on the sale of naming rights to specific sponsors.

4.7 When entering into a naming rights agreement for the Town-owned, Town-operated assets:

- A risk /benefit analysis must be completed prior to the acceptance of any naming rights offer;
- The proposed naming rights purchaser must support the image and values of the Town and the community;
- The Town shall not relinquish to the purchaser any aspect of the Town's right to manage and control the asset;
- Proceeds received by the Town for the naming rights sale are to be used for:
  - the purchase of the named asset;
  - the enhancement and maintenance of the named asset;
  - the provision of programs and services directly related to the mandate of the asset;
  - investments whose proceeds contribute to the delivery of Town services.
- All Town bylaws shall be adhered to;
- All provincial and federal laws governing sponsorship including those regarding the issuing of charitable donation receipts will be adhered to;
- A naming rights agreement lasts only as long as the Town-operated asset, program or service in question and a provision addressing this must be included;

**SPONSORSHIP AGREEMENT** – A mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between The Town and an external organization for a specified period of time.

**VALUE-IN-KIND** – A sponsorship received in the form of goods and/or services rather than cash.

THIS POLICY WAS CONSIDERED AND ADOPTED BY COUNCIL ON APRIL 1, 2019  
BY RESOLUTION #131 – 19/04/01.

SUPERCEDES: N/A

  
\_\_\_\_\_  
MAYOR

April 3, 2019  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

3rd April 2019  
\_\_\_\_\_  
Date