

	CORPORATE POLICY	Policy No: CP-1003-17
		Approved By: Council
		Effective Date:
		Resolution No.:
		Division: City Manager's Office - Economic and Business Development

SPONSORSHIP POLICY

POLICY STATEMENT

This policy is an authorized framework for soliciting and entering into Sponsorship Agreements with any External Party that support any City-owned Facility and any City-initiated Event.

1. PURPOSE

- 1.1 To provide employees of the City of Spruce Grove guidelines and procedures with respect to recruiting external sponsorship of any City-owned Facility and any City-initiated Event.
- 1.2 To recognize and capture revenue potential associated with sponsorship of any City-owned Facility and any City-initiated Event.
- 1.3 To protect the City from risk and uphold the City's stewardship role to safeguard City Assets and interests.

2. DEFINITIONS


- 2.1 "Assets" means City-owned facilities and/or land that have potential financial or marketing value and can be sold to companies or other organizations on a fixed term basis.
- 2.2 "City" means the municipal corporation of the City of Spruce Grove in the Province of Alberta.
- 2.3 "City-initiated Event" means an activity for the public organized by the City and generally lasts less than a week.
- 2.4 "City Manager" means the administrative head of the City of Spruce Grove.

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- 2.5 “City-owned Facility” means a specific facility, amenity, or Asset owned by the City, such as Fuhr Sports Park and Jubilee Park.
- 2.6 “City-owned Land” means lands owned by the City including road-rights-of way (ROW).
- 2.7 “Council” means the Council of the City of Spruce Grove elected pursuant to the Local Authorities Election Act, RSA 2000 cL-21.
- 2.8 “Exclusivity Agreement” means an agreement whereby the supplier has an exclusive right to occupy City-owned Land or to supply goods and/or services to the City for the time period of the agreement.
- 2.9 “External Party” means an external corporation, organization, enterprise, association, or individual.
- 2.10 “Facility Naming Rights” means the purchase of the exclusive right to name a City-owned Facility by an External Party.
- 2.11 “Sponsor” means an External Party that enters into a Sponsorship Agreement and pays cash or Value-in-Kind in return for exploitable commercial potential associated with any City-initiated Events and/or any City-owned Facility.
- 2.12 “Sponsorship Agreement” means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between the City and an External Party for a specified period of time.
- 2.13 “Value-in-Kind” means sponsorship received in the form of goods and/or services rather than money.

3. RESPONSIBILITIES

- 3.1 Council is responsible for approving any Facility Naming Rights sponsorship and any Exclusivity Agreement sponsorship.
- 3.2 The City Manager is responsible for implementing this policy and reporting to Council on sponsorship activities including revenues and expenses.

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3.3 The City Manager, or designate, is authorized to enter into any Sponsorship Agreement.

4. SCOPE

- 4.1 This policy applies to all sponsorships received by the City, solicited or unsolicited and to all City departments.
- 4.2 This policy does not apply to:
- (a) independent foundations or registered charitable organizations that the City may receive benefit from;
 - (b) gifts or unsolicited donations to the City;
 - (c) funding obtained from other orders of government through formal grant programs;
 - (d) City sponsorship support of external projects where the City provides funds to outside organizations;
 - (e) third parties who lease City property or hold permits with the City for activities or events (i.e. community associations).

5. SPONSORSHIP CATEGORIES

- 5.1 Any External Party can enter into the following four (4) sponsorship categories with the City:
- (a) **Facility Naming Rights:** An External Party can enter into a contractual agreement with the City whereby the External Party contributes money or Value-in-Kind to the City in return for exclusive naming rights to a City-owned Facility.

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- (b) **Other Facility Recognition:** An External Party can enter into a contractual agreement with the City whereby the External Party contributes money or Value-in-Kind to the City in return for promotional benefits within a City-owned Facility.
- (c) **Exclusivity Agreements:** An External Party can enter into a contractual agreement with the City that provides exclusive use of a City-owned Land or supply of goods and/or services to the City in exchange for money or Value-in-Kind.
- (d) **City-Initiated Events:** An External Party can enter into an agreement with the City, whereby the External Party contributes money or Value-in-Kind to the City in return for recognition or other promotional benefits during City organized events.

6. SPONSORSHIP GUIDELINES

- 6.1 Any Sponsorship Agreement will adhere to the criteria and guidelines of this sponsorship policy.
- 6.2 The City may enter into any Sponsorship Agreement with an External Party when such partnerships are mutually beneficial in a manner that is compatible with the City's mission, values, and policies and where there is a significant revenue opportunity for the City, net of the cost of providing signage or other Sponsor recognition.
- 6.3 The length of term for any Sponsorship Agreement may be limited to an event or for a defined period of time. The term should consider the cost of providing signage and other Sponsor recognition and still provide an adequate financial return to the City. Facility Naming Rights agreements will not be for a term less than 10 years.
- 6.4 The City may offer the Sponsor the right to renew the Sponsorship Agreement subject to reaching satisfactory terms and conditions.
- 6.5 Sponsorship will not be solicited from businesses, organizations, or individuals who, in the sole discretion of the City, are inappropriate partners of the

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municipality in that their products or business activities do not align with City values.

- 6.6 Sponsorship will not result in, or be perceived to result in, any competitive advantage, benefit, or preferential treatment outside the Sponsorship Agreement.
- 6.7 The City will not endorse the products, services, or ideas of any Sponsor and any Sponsor is prohibited from implying that their products, services, or ideas are sanctioned by the City.
- 6.8 The City will not relinquish to the Sponsor any aspect of the City's right to manage and control City Assets or property.
- 6.9 Sponsorship recognition will not detract from the physical attributes, character, integrity, or safety of any City-initiated Event, and/or any City-owned Facility and respect the use of the City logo and slogan.
- 6.10 Sponsorships will be sought and granted using broadly based, open processes.

7. RELATED DOCUMENTS

- 7.1 Delegation of Signing Authority Policy

Approval	
Mayor _____	Date _____