



Staff Report to Council

Corporate Sponsorship and Grants

FILE: 15-7710-01/25

REPORT DATE: March 10, 2025 **MEETING DATE:** April 01, 2025

TO: Mayor and Council

FROM: Jeff Lemire, Project Manager – Corporate Sponsorship and Grants

SUBJECT: Corporate Sponsorship and Grants - Six Month Update

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:

RECOMMENDATION(S):

THAT Council:

- A. Receive for information the Corporate Sponsorship and Grants - Six Month Update Staff Report as presented at the April 1, 2025 meeting of Council; OR
 - B. Other.
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PURPOSE

To provide Council with a progress update on the first six months of work for the new Corporate Sponsorship and Grants division.

- Information Report Decision Report Direction Report

DISCUSSION

Background:

The Corporate Sponsorship and Grant division was established in September 2024 on a two-year term to secure funding for municipal initiatives. The Project Manager serves as an ambassador for the City of Pitt Meadows, collaborating across departments to review policies, procedures, and funding opportunities that align with capital projects. Initial efforts have focused on Parks, Recreation & Culture, with plans to expand support to other City departments.

This report provides an overview of the division's progress at the six-month mark, highlighting key achievements and strategies implemented to establish and grow this initiative.

Relevant Policy, Bylaw or Legislation:

Council Policy C059 - Sponsorship and Advertising on City Owned or City Managed Assets Policy.

Analysis:

Over the past several months, significant progress has been made in developing a sponsorship and grants program for the City of Pitt Meadows. A key focus has been the development of a sponsorship agreement in collaboration with the Procurement department. This agreement ensures that all parties are held accountable for their commitments, including financial contributions and deliverables provided by both the City and sponsors. Deliverables include brand visibility on promotion for events and programs, as well as speaking opportunities and acknowledgments at City events. This agreement remains under review to ensure alignment with City bylaws and policies. If the review determines policy amendments are needed, staff will seek Council approval.

To enhance sponsorship outreach, a dedicated webpage (www.pittmeadows.ca/sponsorship) has been launched. This page provides potential sponsors with valuable brand presence opportunities and key demographic statistics relevant for organizations looking to target their messaging effectively. The core message moving forward is that sponsorship is not merely a financial contribution, but a strategic partnership that aligns business objectives with community engagement opportunities.

Efforts are currently underway to secure sponsorship for Pitt Meadows Day. Research was conducted into corporate social responsibility goals and past funding initiatives of various large companies, allowing for tailored sponsorship proposals that align with their priorities. The application process for sponsorships mirrors that of grant applications, requiring detailed submissions through corporate portals with detailed, researched responses.

Pitt Meadows Day sponsorship opportunities have been structured into tiers, with three presenting sponsorships available: Main Stage, Parade and Drone Show Package, and Kids Zone. Additionally, a distinction has been made between presenting sponsors and title sponsors. A title sponsor holds the highest level of recognition, with their name integrated directly into the event, program, or facility title, which would require Council approval. A presenting sponsor, on the other hand, is recognized as a primary supporter but is acknowledged with "presented by" following the event name. Presenting sponsorships are approved at a staff level. Alongside these, three levels of community sponsorship remain available for businesses seeking involvement, at various financial commitments.

A priority has been to continue fostering strong relationships with local businesses. Several meetings have taken place with corporate partners, which have been productive in identifying opportunities for community involvement ranging from volunteerism to financial support.

Building these relationships takes time, and over the past six months, focus has been placed on engaging businesses at both local and corporate levels to strengthen community partnerships.

Additionally, the Parks division has successfully secured sponsorships covering nearly the entire construction and development of the Bonson Park Disc Golf Course. Efforts are being made to ensure sponsors receive equivalent promotional recognition for their contributions, aligning with future sponsorships being sought out.

On the grants front, key capital and business plan projects are consistently being reviewed and placed into an opportunity tracker created for when grants emerge that align with City priorities. This tracker logs funding organizations, due dates, potential funding amounts, and aligned projects, ensuring that even if an annual grant cycle is not currently open, opportunities are noted for future applications.

Despite the initial expectation that the first year of this division would focus on process and program development, efforts have been made to capitalize on available grant opportunities. As a result, the City has successfully secured \$80,634 in funding for the Community Orchard and Edible Garden project at Grabenhorst Garden. Additional grant submissions have been made, including applications to organizations such as Tree Canada. Furthermore, any grant opportunities identified for other City departments are shared to maximize funding potential.

Moving forward, the focus will remain on securing sponsorships and grants while ensuring the effective implementation of funding, fulfillment of reporting requirements, and continued development of promotional offerings for sponsors. These efforts will strengthen the City's ability and reputation to build meaningful, collaborative partnerships that benefit both the community and sponsoring organizations.

COUNCIL STRATEGIC PLAN ALIGNMENT

- Principled Governance Balanced Economic Prosperity Infrastructure
- Community Spirit & Wellbeing Corporate Pride Public Safety
- Not Applicable

WORKPLAN IMPLICATIONS

- Already accounted for in department workplan / no adjustments required
- Emergent issue / will require deferral of other priority(ies)
- Other

FINANCIAL IMPLICATIONS

- None Budget Previously Approved Referral to Business Planning
- Other

There are no financial implications associated with this report.

PUBLIC PARTICIPATION

Inform Consult Involve Collaborate Empower

KATZIE FIRST NATION CONSIDERATIONS

Referral Yes No Other

SIGN-OFFS

Written by:

Jeff Lemire,
Project Manager of
Corporate Sponsorship & Grants

Reviewed by:

Diane Chamberlain,
Director of Parks, Recreation & Culture

ATTACHMENT(S):

None.