

Sponsorship and Advertising of City Owned or City Managed Assets

Effective Date: February 3, 2015

Last Revised: April 23, 2024

1. Purpose

This policy's primary aim is to preserve the identity, values, image, assets, and interests of the City while expanding revenue opportunities. The policy applies to the following:

- Sponsorship of city programs, services and special events
- Paid advertising on City-owned properties, at City events, in City publications, signage, or other display mediums

2. Scope

This policy applies to all City owned or operated assets, where assets are defined broadly as property, including but not limited to:

- Real property (facilities, parks)
- Property features and components (rooms, playgrounds, sports fields, ice surfaces, dry floor surfaces)
- Communications (publications, digital communications channels)

3. Exclusions

This policy does not apply to:

- Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without any expectation of return. In such cases, no valuable consideration is exchanged, and no business relationship is established with the third party
- Naming of City-owned or City Managed Assets
- City assets that fall under the Park Amenity Donation Program
- Grants obtained from other levels of government, foundations, trusts, etc.

- Street names
- City Elected Officials' campaign contributions

4. Definitions

In this policy,

- (1) **Advertising** means the sale of advertising space to an external company, organization, enterprise, association, or individual on City-printed materials or properties, at City events, or in conjunction with City programs. Unlike sponsorship, advertising is a purchase of advertising space at rates set by the City, and the purchaser does not receive additional benefits beyond accessing the purchased space
- (2) **Naming** of City Owned or City Managed Asset means the title/name that Council assigns to a city facility, park or asset
- (3) **Property** means City assets, such as events, services, programs, activities, real estate, facilities, intellectual property, parks, and features (e.g., rooms, ice rinks, dry-floor, sports fields, playgrounds), but excludes streets and lanes
- (4) **Sponsorship** means a documented agreement between the City and an external entity (sponsor) in which the sponsor contributes money, goods, or in-kind services to a City facility, program, project, or special event in exchange for recognition, acknowledgment, or other promotional considerations or benefits. Sponsorship can include temporary naming rights of a venue, service or special event of short duration (e.g. Company ABC stage, Company ABC Concert, etc. at a City Special Event). This excludes donations and gifts or advice to the City where no business relationship or association is contemplated and no reciprocal consideration is sought.
- (5) **Sponsorship Naming Rights** means a type of sponsorship in which an external company, organization, enterprise, association or individual purchase the exclusive right to name an asset or venue (e.g., a building or part of a facility, a room within a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are sold or exchanged for significant cash and/or other considerations under a long-term arrangement.

5. Policy Statements

Sponsorship relationships are established either informally or formally by the City through a Request for Sponsors process or initiated by potential sponsors.

5.1. General Requirements

- All sponsorship and advertising agreements must comply with federal and provincial laws, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council.
- The following conditions apply when establishing sponsorship and advertising relationships:
- The City shall retain control over its property and sponsorship activities
- Agreements must not create obligations or influence the City's day-to-day operations
- The relationship should not result in personal gain or use of products, services, or assets by City employees or Council members
- Advertising must not compromise the quality, integrity, or safety of the City's properties, buildings, and streetscape
- The City's endorsement of a product or service is not implied by advertising
- The sponsorship and advertising opportunity should be appropriate for the target audience
- Use of the City's logo alongside sponsor logos should adhere to the City's Visual Identity Guidelines. Sponsor logos and links on the City's website should follow standard web content guidelines

5.2. Sponsorship Eligibility & Restrictions

- Sponsorship and advertising proposals from entities disqualified from doing business with the City will not be considered
- To protect the privacy of Pitt Meadows residents, sponsors and advertisers should not have access to personal information held by the City
- No form of indemnification will be offered to any sponsor or advertiser without explicit written approval
- Sponsors and advertisers are prohibited from implying that the City sanctions their products, services, or ideas, or from using the City's logo without prior written approval
- Sponsorship or advertising arrangements predating this policy are exempt from it
- This policy does not cover City sponsorship of external projects where the City provides funds to an outside organization



- The City will not solicit or accept sponsorship or advertising from individuals, companies, or organizations whose reputation could harm the City's public image, or who present demeaning or derogatory portrayals of individuals or groups, or contain content likely to cause deep or widespread offense
- Endorsing a political party, elected representative, or government candidate at any level are not eligible under this policy
- Must not violate any aspect of the Canadian Code of Advertising Standards
- The City retains the discretion to decline sponsorship from any entity for any reason

5.3. Administrative Requirements & Authorities

- Sponsorship and advertising opportunities should generally be competitive for specific conditions, significant corporate profile, exclusive benefits, and for multi-year agreements
- Non-competitive arrangements may be considered for unique or experimental opportunities, where an unlimited number of sponsors are being sought, and where only one suitable sponsor is identified and the need is justified in a business case and is approved by the CAO or their designate.
- Unsolicited sponsorship and advertising proposals will be reviewed and evaluated by the appropriate staff
- The City reserves the right to reject unsolicited sponsorships offered to the City and to refuse to enter into agreements originally solicited by the City.
- The City reserves the right to terminate existing sponsorship or advertising agreements if they are no longer operating in the City's best interests.

5.4 Delegation of Authority

City staff are authorized to enter into sponsorship and advertising agreements for City programs, services, hosted, sponsored, co-sponsored events, and advertising materials.

Naming of a city asset beyond those defined as "sponsorship" fall under the authority of Council under policy C084 Naming of City Owned or City Managed Assets, and will be brought forward to Council for review.

5.5 Responsibilities

The City shall entertain both competitive and non-competitive sponsorship and advertising arrangements, with specific conditions, durations, or exclusive benefits delineated for each.

All unsolicited sponsorship and advertising proposals will undergo thorough review and evaluation by relevant authorities within the City.

The City reserves the right to terminate existing sponsorship or advertising agreements if they are no longer deemed beneficial or aligned with the City's objectives and values.

6. Related Policies

Other related policies include:

- (a) C012 - Purchasing Policy
- (b) C084 - Naming Rights on City Owned or City Managed Assets