

<p style="text-align: center;">City of Prince Albert Statement of POLICY and PROCEDURE</p>			
Department:	Community Services	Policy No.	71.1
Section:	Community Services	Issued:	April 13, 2015
Subject:	NAMING RIGHTS & SPONSORSHIP POLICY	Effective:	January 22, 2024
Council Resolution # and Date:	Council Resolution No.0004 of January 22, 2024	Page:	Page 1 of 11
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Issued by:	Jody Boulet, Director of Community Services	Dated:	April 13, 2015
Approved by:	Sherry Person, City Manager		

1 POLICY

- 1.01** To provide guidelines and procedures for the naming and re-naming of City Parks and Facilities on City owned property.
- 1.02** To provide guidelines which facilitate and support opportunities for entering into sponsorship agreements for City owned and Civic partner controlled assets for the purpose of enhancing financial sustainability.

2 PURPOSE

- 2.01** To name City Parks and Facilities in a manner which ensures a consistent approach to soliciting, managing and reporting on naming rights and sponsorship agreements.
- 2.02** To provide guidance to those that have an interest in the naming and sponsoring of civic properties.
- 2.03** To provide a means of generating new revenues and alternative resources to assist in the construction, support and/or provision of City of Prince Albert Facilities.
- 2.04** To protect the reputation, integrity and aesthetic standards of the City of Prince Albert and its assets.

3 SCOPE

- 3.01** This Statement of Policy and Procedure applies to the City of Prince Albert.
- 3.02** Only corporate and individual naming rights and sponsorship agreements are covered by this Policy. The process for naming of streets is covered in the Street Naming Policy dated June 24, 2013.
- 3.03** Naming rights arrangements that pre-date this Policy are not subject to its terms.

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4 RESPONSIBILITY

4.01 City Council:

- (a) Approval of the policy and all amendments.
- (b) Approval of an Inventory Valuation of Assets to be developed by Administration before sponsors are approached or Agreements made.
- (c) Approval of all Naming Rights and Sponsorship Agreements if no Inventory Valuation of Assets Listing is approved.
- (d) Mayor and City Clerk to execute all Naming Rights & Sponsorship Agreements on behalf of the City of Prince Albert.

4.02 Director of Community Services or Designate:

- (a) Assess all proposals to confirm date and duration, sponsor contribution, market value assessment of the contribution and appropriate recognition.
- (b) Compare proposals to ensure consistency between sponsor agreements.
- (c) Ensure the process for tracking and reporting all sponsorship agreements is developed.
- (d) Direct resources to develop and manage an Inventory Valuation of Assets available for sponsorship consideration.
- (e) Seek concept approval from City Council prior to initiating negotiations with a potential sponsor for those projects that may be sensitive in nature or that include naming rights.
- (f) Director of Community Services will work with the City Solicitor in developing consistent conditions for the naming rights and sponsorship agreements.
- (g) Prepare recommendations to City Council in accordance with the policy.

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- (h) Approve all Naming Rights and Sponsorship Agreements where an Inventory Valuation of Assets Listing or Fundraising Campaign Proposal has been approved by City Council based on the Policy.

5 DEFINITIONS

5.01 In this Policy:

- (a) THE CITY – means the City of Prince Albert, its departments and staff.
- (b) CITY PARKS – are owned and managed by the City, used for public recreation purposes and shall include developed and undeveloped park areas and open spaces, trails, greenways and plazas.
- (c) CITY FACILITIES – are City owned facilities used to conduct City business and where the general public gathers for social, recreation, cultural and other related purposes. It shall include individual rooms, spaces and features within buildings such as ice pads, soccer fields, gymnasiums; and amenities within parks and open spaces such as picnic shelters, sport fields, bandstands, playgrounds, garden areas, etc.
- (d) CORPORATE NAMING RIGHTS – means a mutually beneficial business arrangement wherein an organization provides goods, services or financial support to the City in return for access to the commercial and/or marketing potential associated with the public display of the organization's name on a City property for a fixed period.
- (e) DONATIONS – are cash or in-kind contributions which provide assistance to the City. Donations do not constitute a business relationship since no reciprocal consideration is sought. Subject to the Income Tax Act of Canada and the guidelines and policies of the Canada Revenue Agency, donations over \$10.00 may qualify for a tax receipt.
- (f) HONOURIFIC or COMMEMORATIVE NAMING means the naming of City property without return consideration. It is bestowed by the City to recognize the service, commitment or other type of contribution.

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- (g) **INDIVIDUAL NAMING RIGHTS** means the naming of City property in return for a financial or in-kind contribution from an individual or their estate. Typically, such support is given to enhance the community and to help sustain the property in question for a negotiated period of time.
- (h) **SPONSORSHIP** is a mutually beneficial business arrangement wherein an external party (individual, company, organization or enterprise), whether for profit or otherwise, provides cash and/or in-kind services to the City in return for commercial advantage. This payback may take the form of recognition, acknowledgement, promotional consideration, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt.
- (i) **DIRECTOR** – means the Director of Community Services or Designate.
- (j) **CIVIC PARTNER** – An arms-length, not-for-profit organization that has a formal and legal relationship to provide services, programs and/or manage and care for City assets in conjunction with, or on behalf of the City of Prince Albert.
- (k) **VALUE IN-KIND** – A sponsorship received in the form of goods and/or services rather than cash.
- (l) **VALUE ASSESSMENT** – A determination of the value that a sponsor will receive as a purchaser of specific naming rights and/or sponsorship and may include tangible and intangible benefits.
- (m) **ASSET ANALYSIS** – A comprehensive review of an asset's overall value as it relates to sponsorship or naming opportunities.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

6.01 Street Naming Policy.

6.02 Donation Policy.

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7 CRITERIA

7.01 Individual/Organization Naming Rights

The following criteria shall be used in evaluating the merit of each City Park and Facility naming request. There are four potential sources of names for Parks and Facilities as outlined below. Generally, it is preferred that the name reflects the location or a historic factor. When there is no predominant location or historic factor, under special circumstances, other naming sources may be considered.

- (a) The name could reflect the location of the Park or Facility. The location might be easily identified by a well-known bordering street, natural feature, neighbourhood, subdivision, the school on which it is located or other factor. Such criteria will allow citizens to easily identify with the location of the Park or Facility.
- (b) The name could commemorate a historic event or event of cultural significance.
- (c) The name could commemorate a person important to the City. Consideration will be given to enable diversity and gender equity where applicable. The nominated person must have made an exceptional positive contribution to parks, recreation or culture relating to the Park or Facility being named. Nominations will not be accepted by immediate family members. Recognition of individuals, whose contributions have been appropriately recognized in other City venues or by other means, shall be avoided.
- (d) The name could recognize a person, organization or corporation that has made a substantial contribution to the City, including financial, value in-kind or property donation to the City relative to parks, recreation & culture. Corporate names shall not be considered for the naming of Parks but may be considered for trails and greenways, facilities, or assets within Parks or Facilities.

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7.02 Other Naming Rights Considerations

- (a) Individuals currently holding elected office, currently working for the City or actively serving on any City standing or selection committee shall not be considered for naming.
- (b) The City will perform a social responsibility review for all potential naming. This review would include, but not be limited to, pending lawsuits, public statements, associates and associated businesses. Naming must be seen to bring value and not undue controversy to the City. Regardless if the potential naming of an individual or corporation has not been convicted of a serious offence under the Criminal Code of Canada or under other legislation, there may be other issues effecting the suitability for naming.
- (c) Names that duplicate or sound as if they duplicate existing Park or Facility names or are otherwise confusing shall not be considered.

7.03 Sponsorship

- (a) An external party may contribute, in whole, or in part, funds, goods, or services to an approved City facility, public park, open space, program, event, or activity where such sponsorship is mutually beneficial to both parties and in a manner consistent with existing criteria, guidelines and policies set by the City.
- (b) The sponsorship arrangement must support the goals, objectives, policies and bylaws of the City of Prince Albert and be compatible with, complimentary to, and reflect the City's Strategic Plan.
- (c) The City will select the most appropriate sponsors using the following criteria:
 - i) Quality and timeliness of product and service delivery.
 - ii) Value of product, service, cash provided to the City.
 - iii) Cost/Risk to the City to service the agreement.
 - iv) Compatibility of products and services with City policies and standards.
 - v) Marketplace reputation of the sponsor.

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- vi) Record of sponsor's involvement in community projects and events.
- (d) Recognition provided to sponsors is subject to negotiation (ie. Advertising, signage, product sampling, brand name) and must meet the following criteria:
 - i) Be of an acceptable standard and in good taste.
 - i) Not present demeaning or derogatory portrayals of individuals or groups.
 - ii) Not contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offense.
- (e) The sponsorship arrangement must be limited in scope and application to the City or project under consideration, and shall not involve any form of a risk-sharing venture.
- (f) Any marketing associated with sponsorship must be appropriate for the target market. As an example, products that cannot be legally sold to minors cannot be associated with sponsorship for programs and events that are targeted to minors.
- (g) Satisfying one or more of the eligibility criteria listed above does not assure a recommendation from the Director of Community Services for City Council approval.

8 GUIDELINES

8.01 Guidelines Associated with Community & City Initiated Nominations for Naming Rights & Sponsorship Agreements

Individuals or organizations initiating the naming and/or sponsorship process shall submit a written request along with justification to the Director of Community Services.

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- (a) The request shall include:
 - i) The proposed name or sponsorship proposal.
 - ii) The value of all funds, goods and services to be provided and the recognition to be provided in return.
 - iii) Evidence of community support for the proposed name or sponsorship opportunity.
 - iv) A fixed term of up to a maximum of Ten years unless otherwise approved by City Council.
 - v) The responsibility for insurance, licenses, permits, safety, security and public health.
 - vi) Revisions to the sponsorship agreements are subject to the same approval as the original sponsorship agreement.
 - vii) Long-standing sponsorship agreements that pre-date this policy may continue upon the approval of City Council.

8.02 Guidelines Associated with Fundraising Campaigns

The naming of Parks or Facilities in association with fundraising campaigns may be considered under the following conditions:

- (a) Organizations affiliated with the City that desire to raise funds for a City-sponsored project must receive a recommendation from the Department of Community Services when it relates to City owned Parks or Facilities and must receive approval from City Council prior to attaching naming opportunities or sponsor recognition to the fundraising campaign.
- (b) Organizations conducting fundraising campaigns with naming and sponsorship opportunities attached must immediately notify City staff when a naming proposal is under consideration in order to facilitate an administrative review.
- (c) Naming and sponsorship proposals that promote alcohol, tobacco products, Marijuana, Edibles, Vaping Products or political organizations will not be considered.
- (d) Acceptance of a Fundraising Campaign Proposal or an associated Naming Proposal by an organization conducting a campaign must be considered conditional.

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pending a review and recommendation by the Director of Community Services to City Council. Agreements initiated by the Organization for the Campaign be approved based on Section 4.02.

9 PROCEDURE

9.01 General

- (a) Issues regarding the interpretation or application of this Policy are to be referred to the Community Services Department.
- (b) In accordance with the principles and criteria contained in this Policy, the solicitation, negotiation and administration of naming rights and sponsorship are to be conducted by authorized City staff only.
- (c) All naming rights and sponsorship must be evaluated for compliance with this Policy. The Department of Community Services is responsible for ensuring that all naming rights and sponsorship holders along with the executed agreements comply with this Policy and that staff abide by the provisions of this Policy.
- (d) All Naming Rights and Sponsorship Agreements will be in the form of a legal contract. For such sponsorships, the Community Services Department shall consult with the City Solicitor's Office regarding appropriate terms and conditions and consider inclusion of the following provisions:
 - i) A description of the contractual relationship, specifying the exact nature of the Agreement;
 - ii) The term of the Agreement;
 - iii) Renewal options, if permitted;
 - iv) The value of the consideration and, in the case of in-kind contributions, the method of assessment;
 - v) The payment schedule;
 - vi) Rights and benefits;
 - vii) Release, indemnification and early termination clauses as appropriate;
 - viii) Insurance clauses;
 - ix) Confidentiality terms;

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- x) A statement acknowledging that the sponsorship may be subject to provisions of the Municipal Freedom of Information and Protection of Privacy Act; and
 - xi) A statement that all parties are aware of, and agree to comply with, the provisions of this Policy.
- (e) The City's profile and responsibility as owner/operator of the Facility must be ensured throughout the Agreement with the external organization or corporation.
- (f) The granting of naming rights will not entitle a naming entity to preferential treatment by the City outside of the Naming Rights Agreement.
- (g) The City will not relinquish any aspect of its right to manage and control a Facility through a Naming Rights Agreement.
- (h) An asset analysis and value assessment will be completed to determine the value of the asset in the marketplace.
- (i) All proceeds generated by the City for Naming Rights and Sponsorship Agreements shall be used for:
- i) Enhancement and maintenance of the named Facility and operation.
 - ii) The provision of programs and services directly related to the Facility's mandate and operation.
 - iii) Subject to the Agreement, the proceeds received may be designated for another City owned Facility.
 - iv) All revenues and expenses pertaining to a Naming Rights or Sponsorship Agreement will be included in the Department's budget.
- (j) Naming and sponsorship rights may only be transferred or assigned by a naming rights and sponsorship holder with the consent of the City. Where a company changes its name, the naming rights may, with the consent of the City and at the expense of the naming rights holder, be modified to reflect the new name.

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- (k) The City will not endorse the products, services, or ideas of any naming right holder and naming rights holders are prohibited from implying that their products, services or ideas are sanctioned by the City.
- (l) The terms and conditions of the Naming Rights Agreement will not conflict with the terms and conditions of the existing lease, license, and agreement(s) with the City.
- (m) All corporate and individual Naming Rights Agreements must be for a fixed term, not exceeding ten (10) years unless approved by City Council. Every such Agreement will include a sunset clause specifying the duration of the naming opportunity. Individual and corporate naming rights may be subject to renewal upon mutual agreement.
- (n) At its sole discretion, the City reserves the right to terminate the Naming Rights Agreement prior to the scheduled termination date, without refund of consideration, should it feel it is necessary to do so to avoid the City being brought into disrepute.
- (o) The terms and conditions contained within a Naming Rights or Sponsorship Agreement are to be approved by the Director of Community Services or designate and City Council.
- (p) The Director of Community Services is responsible for preparing and presenting a Report for Council on the content of the negotiated Naming Rights or Sponsorship Agreements. Upon Council approval, the Mayor and City Clerk shall execute the Agreement.