

Municipality of Chatham-Kent
Corporate Sponsorship Policy

1. Policy Statement

The intent of this policy is to:

- Complement the *Commemorative Naming Policy*, approved October 1, 2018.
- Provide guidelines which facilitate and support opportunities for revenue generation through naming rights while maintaining the traditional practice of commemorative naming of buildings and features after significant geographical or historical elements.
- Provide appropriate departments with corporate procedures when seeking supplemental revenue to support Municipal programs or when approached by external companies wishing to name municipal venues in a sponsorship relationship.
- Provide clear direction on how to procure naming rights agreements when approaching an individual or organization on establishing a sponsorship relationship.
- Provide clear direction on the type of Municipal assets to be considered for naming rights.
- Encourages consistency in decisions to accept or decline naming rights agreements.
- Ensures appropriate records are maintained.

This policy is not intended to address the following:

- Sponsorship of individual Municipal programs or other marketing contracts;
- Event sponsorship;
- Donations;
- Commemorative Naming

2. Scope

This policy is intended for all Municipal employees. This policy applies to all stakeholders between the Municipality of Chatham-Kent (Municipality), businesses, organizations, and individuals that contribute in monetary or in-kind sponsorships to venues or other assets in return for recognition, public acknowledgement, or other promotional considerations that come with naming rights to a municipal venue or other asset.

This policy applies to the following:

- Naming of Municipally-owned venues or other assets

- Venues may include: Chatham Capitol Theatre, Tecumseh Park, Chatham Memorial Arena, Kingston Park, Buxton Museum, Chatham Cultural Centre, Chatham Library, Active Lifestyle Centre, Chatham-Kent John D. Bradley Convention Centre, WISH Centre, Chatham Thames Campus Arena, Chatham Centre for Community Services Skateboard Park, Chatham Kent Animal Shelter
- Other Assets may include: 4th St. Bridge & 5th St. Bridge, Trails, Outdoor Fit Parks

3. Guidelines and Criteria

The Municipality welcomes financial contributions provided to the Municipality through Naming Rights agreements to assist in the provision of the Municipalities programs and services. Any such contribution shall be consistent with the Municipality's vision, mission, and values; to create a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of the community.

The Municipality will adhere to the policy to ensure Municipal staff is undertaking sponsorship within the Municipality in a coordinated fashion with a consistent set of guidelines and best practices.

Although the Municipality recognizes Naming Rights to Municipal venues or other assets as a potential source of incremental revenue, this assistance must be balanced with the need to ensure:

- the integrity of the community and the public's well-being
- there are no adverse effects on the Municipality's reputation or public image
- access to the opportunity is an open and competitive process
- clear community benefit reflective of the corporate investment
- consistent, complete and appropriate records

In accordance with the guidelines and criteria stated in this Naming Rights Policy, the solicitation, negotiation, and administration of any naming rights agreement must be conducted by party(ies) appointed by the Municipality or by authorized staff. Municipal staff will develop and implement appropriate strategies to achieve budget targets set out by the Municipality and external consulted party(ies).

4. General Conditions

The following conditions apply when establishing naming rights agreements:

- As is consistent with the *Commemorative Naming Policy*
 - Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Chatham-Kent
 - Names should maintain a local area identification with residents of Chatham-Kent

- Names shall be consistent with any other applicable Chatham-Kent policies and standards
- The Municipality will retain ownership and control of all Municipal assets through the process of a naming rights agreement and over the subsequent planning and execution of sponsored venues or other assets
- All contributions shall not invoke future consideration, influence or be perceived to influence the overall business of the Municipality
- Will not solicit or accept sponsorship, donations, or in-kind contributions from entities whose reputation could prove detrimental to the public image of the Municipality. Names which reflect or imply a reference to any of the following will not be eligible for naming rights;
 - elected officials currently in office,
 - political affiliation,
 - derogatory or offensive terms or references,
 - discrimination against race, gender, ethnicity, creed or sexual orientation,
 - duplication,
 - tobacco products,
 - names considered inappropriate for a municipal facility or inconsistent with the core values or strategic plan of the Municipality of Chatham-Kent
- The relationship must not cause any Municipal employee to receive any product, service or assets for personal gain or use
- Revenue generated sponsorship opportunities created by The Municipality of Chatham-Kent will be targeted toward fulfilling identified community needs;
- In accordance with the Income Tax Act and the policies of the Canada Revenue Agency, tax receipts shall only be issued for donations and *not* for naming rights sponsorships which are considered a marketing investment and therefore not eligible for a tax receipt
- In order to expedite development or naming rights agreements, a formal competitive process is not required when soliciting sponsorship or in-kind contribution opportunities. Although there is no obligation to test the market or to solicit sponsorship opportunities, in order to maximize the contribution, it is expected that, several prospective sponsors will be approached and the agreement that proves to be beneficial to the Municipality, will be pursued
- All relationships must be documented in writing

5. Roles and Responsibilities

Employees

Employees shall:

- become familiar with policies and procedures enclosed herein.
- ensure that the naming rights process serves in support to the integrity of the Municipality as outlined in the Policy.
- ensure agreements are implemented in accordance with authorized limits outlined.

- make decisions with respect to terminations of agreements, if applicable.

General Manager, Corporate Services/Chief Human Resource Officer

The General Manager, Corporate Services/Chief Human Resource Officer shall:

- build a collaborative working relationship across the Municipality's departments
- identify opportunities for naming rights and maintain a central database to prevent overlap
- ensure efforts are tracked, and written records are communicated effectively across the Municipality's departments
- be the sponsor for this policy
- provide overall leadership and support for the policy