

TITLE: SPONSORSHIP			
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Amended:			Page: 1 of 3

POLICY STATEMENT:

The Town of Sidney values the community benefits of local events, amenities, and experiences, whether these are delivered by the Town, by contractors, or by community organizations. Sponsorships are sometimes necessary to supplement the resources required to stage an event, especially when the event is delivered through a community organization. This Policy outlines how different types of sponsorship opportunities are evaluated and identifies when Town approval for the sponsorship is required.

PURPOSE AND SCOPE:

The purpose of this policy is to establish criteria to:

- Create a consistent approach to assessing and managing sponsorships;
- Facilitate and support opportunities for appropriate sponsorships; and
- Provide safeguards against the over-commercialization of public spaces.

This policy will apply to:

- Sponsorships for events, facilities, and programs owned or managed by the Town, or on behalf of the Town through an agreement or service contract (e.g. Sidney Street Market).
- Sponsorships for community organizations operating in Town-owned facilities or on Town property under a lease or operating agreement (e.g. Sidney Museum, ArtSea, Shaw Centre for the Salish Sea, Peninsula Celebrations Society). This policy will apply to aspects of the organization that are part of the public sphere (e.g. the organization’s name, as well as events and displays in public spaces).

Out of Scope:

The policy will *not* apply to:

- Single-day events held on public lands, with the exclusion of the Sidney Sparkles Parade and Canada Day Parade, which receive significant in-kind support - as well as financial support - from the Town, and as such, do fall within the scope of this policy.
- Sponsorship of work undertaken inside Town-owned facilities leased by community organizations (e.g. indoor exhibits and displays in the Sidney Museum, ArtSea Gallery, Shaw Centre for the Salish Sea). Sponsorships of this kind are at the discretion of the organization.
- Events held on Town property through Parks and Facility Use Applications that are not affiliated with the Town. There are more than 80 of these events held each year including private, public, charity, and commercial events, some of which rely on sponsorships to be viable. Examples of application-based events in Sidney include the Seaside Magazine Charity Road Hockey Tournament, Peninsula CrossFit Competition, and Torque Masters Sidney Summer Car Show.

DEFINITIONS:

Donation: A contribution to the Town of Sidney, in the form of cash or real property, for specific or general purposes, without the expectation of significant recognition for marketing purposes (although acknowledgement is customary).

Long-Term Sponsorship Presence: A sponsorship arrangement where recognition of the sponsor exceeds six months.

Presenting Sponsorship: A presenting sponsorship usually applies to an event. It does not change the name of the event, but ensures the sponsor is noted alongside the event name, with wording such as “brought to you by...” or “presented by...”.

Sponsorship: A mutually beneficial arrangement where a company or organization provides funding to the Town or to a partner organization for the right to leverage the marketing potential associated with the sponsorship asset.

Sponsorship Agreement: An agreement between the Town of Sidney and the company or organization providing the sponsorship, outlining the length and terms of the arrangement.

Sponsorship Assets: Facilities, events, or programs owned or managed by the Town that can be supported through sponsorship.

Title Sponsorship: Naming rights to a property, event, or program (e.g. Shaw Centre for the Salish Sea).

POLICY:**Principles and Conditions:**

1. Sponsorship opportunities within the scope of this policy must not disrupt or interfere with the community’s experience or enjoyment of the Sponsorship Asset. When considering sponsorships, Council will consider what constitutes an acceptable level of commercial presence for each asset.
2. All sponsorships arranged with the Town will require a Sponsorship Agreement.
3. Benefits provided to the sponsor by the Town are limited to those stated in the Sponsorship Agreement.
4. All sponsorships within the scope of this policy must be for a finite term.
5. Sponsorship recognition must comply with the Town’s Sign Bylaw (No. 2058).
6. The Town shall retain ownership and control over all Town-owned assets.

Restrictions:

1. Sponsorships within the scope of this policy may not be accepted from companies or organizations whose business contradicts any bylaw or policy of the Town in any way.
2. Sponsorships within the scope of this policy may not be accepted from companies or organizations that will compromise the reputation of the Town’s public image, including companies whose sponsorship could be perceived as influencing Town and Council decisions.
3. A sponsorship must not communicate the Town’s endorsement of a product or service.
4. A sponsorship must not confer, or be perceived to confer, a personal benefit, directly or indirectly, to any Town employee, elected official, or related party.

LEGACY SPONSORSHIPS:

The Town of Sidney recognizes that there are existing sponsorship arrangements in place for select community events and assets. This policy will not interfere with pre-existing sponsorship arrangements but it will apply once those agreements expire. These are listed below:

- Shaw Centre for the Salish Sea (Title Sponsorship)
- Sponsor-provided transit shelters located along Fifth Street and Lochside Drive (Long-Term Sponsorship Presence)

COUNCIL APPROVAL:

Council approval is required for:

- Any sponsorship which involves a Long-Term Sponsorship Presence; or
 - Any sponsorship involving a Title Sponsorship
- (Note: Presenting Sponsorships do not require Council approval).

TOWN PROJECT DONATIONS:

From time to time, service and other organizations may approach the Town, offering to raise funds for a specific amenity. Occasionally, the Town may also approach one of these organizations proactively. The Town may also choose to actively accept donations from individuals, organizations, and corporate donors for community projects.

General guidelines applicable to these types of donations are listed below:

- Donor walls/bricks, or any similar structure, will be strongly discouraged; a simple recognition plaque is preferred, if permanent recognition is a condition of donation.
- Tax receipts will be provided by the Town for non-tax-exempt organizations or individuals for cash donations; tax receipts for non-monetary contributions are discouraged (but will be considered), due to the difficulties associated with valuation.
- These guidelines do not apply to the Public Bench Dedication program, which is covered under a separate policy.

REVIEW:

The Sponsorship Policy shall be reviewed in four years, or as needed.