

Report to Council



Date: October 30, 2017
File: 0110-01
To: City Manager
From: Janine Taylor, Sponsorship & Advertising Manager
Subject: Corporate Sponsorship & Advertising Policy, No. 376

Recommendation:

THAT Council receives for information the report from the Sponsorship & Advertising Manager dated October 30, 2017 regarding the establishment of a Corporate Sponsorship & Advertising Policy;

AND THAT Council approve the City of Kelowna Corporate Sponsorship & Advertising Policy No. 276 as attached to this report.

Purpose:

To set policy and guide the work of the Corporate Sponsorship & Advertising pilot program for the City of Kelowna, which will seek to generate revenue through qualified sponsorships to enhance facilities and services for residents.

Background:

In the report dated Nov. 22, 2016, City Council was presented with the City of Kelowna Corporate Sponsorship & Advertising program guidelines and draft policy. The pilot program was approved and funded through the regular budget process, and the draft policy was approved in principal with a resolution to return with the final Corporate Sponsorship and Advertising Policy after the Sponsorship and Advertising Manager was hired. The position started in August 2017.

The purpose of the corporate sponsorship and advertising policy is to create an authorized environment and city-wide protocol for sponsorship and advertising that establishes the conditions under which the City will pursue and/or accept corporate sponsorship and advertising.

The policy is based primarily on best practices and recommendations from Partnership Group and has not changed substantially since Council reviewed the draft policy in 2016. Highlights include:

- The policy applies to all City owned and operated assets

- City Council will have approval on naming rights, as per related policies stated below
- Corporate sponsorship and advertising must be mindful and respectful of the community associated with each asset so as not to disrupt or interfere with the experience of the asset
- Revenue from the program may only be used to supplement City-approved initiatives (new capital projects, capital renewal projects, new or enhanced programs and special projects)
- The Sponsorship Manager is responsible for overall direction of the program including: Strategy, interdepartmental team, prospect clearance process, asset inventory and valuation, reporting and community capacity building
- The responsibilities section was removed from the draft as they are all covered under existing policies and the Community Charter; the section was deemed redundant

Next Steps:

- Develop Corporate Sponsorship and Advertising strategy
- Continue lead generation
- Build-out asset inventory
- Activate sponsorships from qualified sponsors

Existing Policy:

There are several existing policies related to Sponsorship and Advertising. During the first year of the sponsorship and advertising program, these policies will be reviewed and updated for consistency in cooperation with their owner departments. These include:

- Commemorative Recognitions in City Parks No. 242 - completed
- City of Kelowna Park Naming Policy No. 251
- Naming of Kelowna Awards in Memory of Individual Citizens No. 256
- Charitable Donations and Gifts to the City Policy No. 306
- City of Kelowna Civic Community Facilities Naming Policy No. 343

Internal Circulation:

Financial Planning Manager
Purchasing Manager

Legal:

The policy has been reviewed by the City's solicitors.

Alternate Recommendation:

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Financial/Budgetary Considerations:

Personnel Implications:

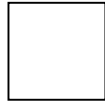
External Agency/Public Comments:

Communications Comments:

Submitted by:

J. Taylor, Sponsorship & Advertising Manager

Approved for inclusion:



cc:

Stephen Fleming, City Clerk

Karen Needham, Deputy City Clerk

Darren Tompkins, Purchasing Manager

George King, Financial Planning Manager

Genelle Davidson, Divisional Director, Financial Services