



City of Kelowna
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Council Policy

CORPORATE SPONSORSHIP AND ADVERTISING

ESTABLISHED: October 16, 2017

Contact Department: Corporate Sponsorship & Advertising

Guiding Principle

To generate revenue used to enhance facilities, programs and services for residents, the City welcomes corporate sponsorship and advertising from qualified businesses and organizations whose support aligns to the City's mission, values and priorities.

The City of Kelowna is open to creating opportunities through strategic partnerships with community groups, non-profit organizations, the private sector and other levels of government to improve services and amenities.

Purpose

To create a framework for corporate sponsorship and advertising that will supplement City funding for its facilities, programs and services.

Application

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

- Real property (facilities/green space/parks)
- Property features and components (rooms/playgrounds/ice surfaces)
- Events, special projects, programs and services
- Communications (publications/digital communication channels)
- Other relevant properties

The policy does not apply to:

- Public-private partnerships (i.e. RG Properties and Prospera Place)
- City owned facilities, programs and services that are operated by another organization except as outlined in operating, use, lease or service level agreements with the organization
- Philanthropic contributions, gifts or donations
- Grants obtained from other levels of government, foundations or trusts
- City sponsorship of external projects, programs or events where the City provides funds to an outside organization
- Street names

Policy Statements

1.0 General

- Sponsorship relationships are defined under this policy as mutually beneficial experiential business relationships where a corporation or organization provides a rights fee in cash or value in-kind arrangement in return for recognition, acknowledgement or other promotional benefits.
- Advertising is defined as the sale or lease of City owned property or space and is accepted as a commodity transaction rather than a partnership. Unlike sponsorship, where there is an associative value, advertising and the commercial use of City space is based on market rates. Advertisers are not entitled to additional benefits beyond the space being purchased.
- Corporate sponsorship and advertising revenue may only be accepted to supplement City-approved initiatives.
- Corporate sponsorship and advertising must not unduly detract from the character, integrity, aesthetic quality or safety of a City asset or unreasonably interfere with its enjoyment or use.
- In return for cash or value in-kind consideration, a sponsor shall receive benefits commensurate with the assessed fair market value of an asset being sponsored.
- The City does not endorse the products, services or ideas of any corporate sponsor or advertiser.

2.0 Requirements

- Corporate sponsorships are associative in nature and therefore alignment to City values is necessary
- Corporate sponsorship and advertising must be mindful and respectful of the community associated with the asset so as not to disrupt or interfere with the experience of the asset
- Sponsorship and advertising activities will be conducted in the spirit of transparency, but a formal competitive process is not required when soliciting or accepting sponsorship or advertising opportunities
- Sponsorships shall take into consideration City capacity implications on staffing and financial resources
- Corporate sponsorship and advertising must comply with the City's visual identity guidelines
- Written agreements will be signed for every sponsorship and advertising deal, providing full details about the relationship and the exchange of value and assets

3.0 Sponsorship and Advertising Criteria

- The City will consider all sponsorship proposals but retains the discretion not to accept sponsorship from any entity at its sole discretion
- Corporate sponsorships and advertising must conform to all applicable federal and provincial statutes and all applicable City bylaws, policies and practices
- Sponsorship and advertising must not confer a personal benefit, directly or indirectly, to any particular City employee or official
- The City shall retain ownership and control over all City owned and operated assets
- Benefits provided to the sponsor by the City are limited to those stated in the sponsorship agreement
- Corporate sponsorship must not result in any competitive advantage, benefit or preferential treatment for the sponsor outside of the sponsorship agreement
- Category exclusivity rights provide exclusivity rights to the asset being sponsored and does not imply exclusivity privileges with the City itself
- Category exclusivity rights to an asset do not flow through to third-party users of City assets (i.e. Festivals Kelowna or other users) except as outlined in operating, use, lease or service level agreements for the City asset

4.0 Restrictions

- Corporate sponsorship and advertising within a City facility must reflect the target audiences associated with the facility
- The City will not solicit or accept corporate sponsorship or advertising from companies or organizations whose business:
 - Contradict any bylaw or policy of the City in any way
 - Could compromise the reputation of the City's public image
 - In light of prevailing community standards, it is likely to cause deep or widespread offence
- For assets that are geared toward children and youth, the City will not solicit or accept corporate sponsorship or advertising from companies or organizations that produce alcohol or other addictive substances
- The City will not solicit or accept corporate sponsorship or advertising from companies or organizations:
 - Whose business is derived from the production of tobacco
 - Whose business is derived from pornography or illegal sexual services
 - Whose business is derived from armaments and weapons manufacturing
 - Who are not in good standing with the City (i.e. currently in violation of a by law or under litigation)
 - Discriminate by way of race, religion or sex in employment, marketing or advertising practices
- To protect the privacy of Kelowna residents, sponsors are not to have access to personal information held by the City
- There shall be no actual or implied obligation for the City to purchase products or services from the sponsor

5.0 Fund Allocation

- Funds received by the City Sponsorship and Advertising program will not be used to service capital debt
- For Transit (bus bench and shelter, as well as on-bus advertising), the Airport, Civic Awards and Bike to Work Week assets, will continue to be allocated to the asset
- For overarching facility naming rights are to be used for the maintenance and enhancement of the named asset, as well as for supporting programs and services directly related to the asset
- The net operating surplus of the Sponsorship & Advertising program for all other assets will be transferred to the Sponsorship and Advertising General Reserve

- The Sponsorship and Advertising General Reserve will be used for new capital projects, capital renewal projects, new or enhanced programs and special projects

6.0 Evaluation

- Sponsorship and advertising opportunities will be evaluated on an asset by asset basis to determine fit and alignment, and to assess that all provisions in the policy are satisfied
- General ethical scans will be conducted on all companies and organizations, with in-depth scans conducted for sponsorship agreements of \$10,000 or more in value; if the scan returns an unsatisfactory result, the sponsorship or advertising opportunity will not be pursued

7.0 Review

- An annual report will be provided to Council on the performance of the Corporate Sponsorship and Advertising Program

Related Council Policies

Commemorative Recognitions in City Parks No. 242

City of Kelowna Park Naming Policy Number 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 Number No. 343

Amendments

None