



# Corporate sponsorship & advertising policy

October 30, 2017



# Where we have been

**November 2016**

*Draft policy & guidelines*

**PILOT PROGRAM**

Program start: August 2017

# Purpose



City-wide protocol

Clear & established conditions

# Practice

**BEST PRACTICES**

**Partnership Group**

*Community groups*

**Other cities**



# The policy

- ▶ City owned and operated
- ▶ Naming rights
- ▶ Mindful & respectful
- ▶ Exclusivity



# The policy



- ▶ Sponsorship & Advertising Manager
- ▶ Reserve fund
- ▶ City-approved initiatives
- ▶ New, renew, enhance

The image shows an indoor ice hockey rink. In the foreground, a large, dark-colored hockey net is positioned on the ice. To the left of the net, a player in a red jersey and white pants is captured in motion, appearing to be in the process of shooting or passing the puck. The ice surface is marked with standard hockey rink lines. In the background, several other players are scattered across the rink, some standing and others in motion. The rink is enclosed by a blue and white safety barrier. The ceiling is high and features a grid of recessed lighting fixtures, providing bright illumination to the scene. The overall atmosphere is that of an active indoor sports facility.

**Up next**

**Work plan**

*Lead generation*

**Asset inventory**

Annual review with Council

*Questions?*

