
THE CORPORATION OF THE TOWNSHIP OF SOUTH STORMONT

Title: Corporate Sponsorship and Advertising	Effective Date: January 9, 2008
Resolution No.	Department: Administration

1. **POLICY**

The Township of South Stormont welcomes and encourages sponsorship and advertising. All sponsorship and advertising will be consistent with the Township of South Stormont vision, mission and values and will not compromise or contradict any by-law or policy of the Township, or reflect such policy negatively. All sponsorship and advertising arrangements will be established in a manner that ensures access and fairness and results in the optimal balance of benefits to the Township and the community at large.

2. **PURPOSE**

The primary objective of this policy is to safeguard the Township's corporate values, image, assets and interests while increasing revenue generating opportunities.

3. **SCOPE**

This policy applies to all relationships between the Township of South Stormont and businesses, organizations and individuals that contribute either financially or in-kind to Township programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations. The policy applies to the following:

- Program and special event sponsorship, i.e. Pond Hockey Tournament
- Paid advertising on Township property and / or assets, at Township events, and in Township publications, i.e. waste receptacles and Township brochures.

4. **APPLICATION**

This policy applies to assets of the Corporation of the Township of South Stormont, property, real or otherwise, owned by or acquired on its behalf.

5. PRINCIPALS AND CONDITIONS

5.1 Definitions

5.1.1 Sponsorship

A mutually agreed to arrangement between the Township of South Stormont and an external company, organization, enterprise, association or individual whereby the sponsor contributes money, goods or services to a Township of South Stormont facility, program, project or special event in return for recognition, acknowledgement or other promotional consideration or benefit.

Forms of Sponsorship

Cash – a sponsorship received in the form of money.

In-kind – goods or services of value to the Township are received rather than cash.

5.1.3 Advertising

Advertising is the sale of advertising space to an external company, organization, enterprise, association or individual on Township printed material or property, at Township events or in conjunction with a Township program. Unlike sponsorship, advertising involves the purchase by an advertiser of advertising space sold at rates determined by the Township. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased.

5.2 General Requirements

The following conditions will apply:

- the Township will maintain control over the planning and delivery of sponsorship activities;
- advertising devices must not impact the quality and / or integrity of Township property, i.e. buildings, streetscape and provide no added risks to safety; and
- the advertisement of a product or service does not act as the Township's endorsement of any one product or service over another.

5.3 Restrictions for Sponsorship and Advertising

The Township will not solicit or accept sponsorship or advertising from companies whose reputation could prove detrimental to the Township image and / or whose main business is derived from production, distribution and / or sale of tobacco, pornography or weapons.

The Township will not allow advertising, either directly or through third party arrangements that convey a negative message that might be deemed prejudicial to religious groups, promote alcohol or other addictive substances or present demeaning or derogatory representation that may cause offence to the community.

6.0 DELEGATION OF AUTHORITY

In accordance with this policy, the applicable Department Manager, or designate, is authorized to approve sponsorship and / or advertising, when the value amount is under one thousand dollars (\$1000.00) (i.e. business card size paid advertising in recreational brochures).

Further, in accordance with this policy, the Chief Administrative Officer, or designate, is authorized to approve sponsorship and / or advertising, when the value amount is under eight thousand dollars (\$8,000.00).

Sponsorship and / or advertising agreements with a value of eight thousand dollars (\$8,000.00) or more require Council's authorization. The authorized personnel will negotiate with companies, partnerships or sole traders that wish to participate in this program and that are a reputable organizations whose public image, products and services are consistent with the values, goals and specific policies of the Township of South Stormont.

7.0 SOLICITATION OF SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Sponsorship activities should be the result of direct solicitation by the Township. The Department Manager, or designate, has the authority to seek and negotiate sponsorship and / or advertising agreements.

All sponsorship and / or advertising agreements shall be evaluated on an annual basis to determine continued benefit. The term of all agreements shall not exceed FOUR (4) years unless authorized by Council.

8.0 RECOGNITION – Mechanisms

Corporate sponsors may be recognized in a number of ways. The extent of such recognition will be determined in relation to the level and nature of the sponsorship. Such forms of recognition could include, but not be limited to:

- Appropriate signage of the sponsored item;
- Media release and seeking of associated media opportunities;
- Naming rights for an event, building etc. for the term of the sponsorship;
- Right to use the asset, service, event name and logo in sponsor's advertising and sales promotion in a form and on occasions to be mutually agreed;
- Opportunity for sponsor's name and / or logo to be promoted through appropriate general advertising by Council; and
- To use the asset or facility, subject to approval in each individual case, in static displays or for an activity of the sponsor when not required for Council's use.

9.0 SPONSORSHIP PROCEDURE

9.1 Council will make sponsorship opportunities widely known through one of the following methods:

- a) Advertising a willingness to accept sponsorship and / or advertising for a list of projects and state some general rules for negotiation as required. Closing dates for sponsorship will be stated where appropriate (e.g. sponsorship of an event);
- b) Calling for Expressions of Interest for sponsorship of the Township's assets, services functions and programs will be conducted when \$1,000.00 or more is sought from a single sponsor for a project;
- c) If a potential sponsor approaches the Township with a proposed sponsorship or advertising opportunity, either (a) or (b) should be followed depending on appropriateness.
- d) The Township reserves the right to reject any unsolicited sponsorships that has been offered to the Township.

10.0 SPONSORSHIP AGREEMENTS

10.1 All sponsorship and / or advertising agreements with a value of \$8,000.00 or more will require a formal agreement adopted by Council and may require the passing of a by-law, however, all sponsorship and advertising will required written approval.

10.2 The Agreement could outline the following; but not be limited to:

- a) What the sponsor is contributing and what the value of the contribution represents;
- b) The obligations of both the sponsor and the Township;
- c) The dispositions and ownership of any assets;
- d) Responsibility for the maintenance, insurance and taxes of all assets associated with or resulting from the sponsorship;
- e) The duration of the sponsorship;
- f) The use of the Township's and sponsor's name, trade and service marks and other intellectual property, and any payment for such licensing and use; and
- g) A cancellation provision and the remedies available to both parties upon cancellation.

11.0 CANCELLATION

The Township reserves the rights to cancel an existing sponsorship and / or advertising agreement should conditions arise that make it no longer in the best interests of the Township.

For further information, contact:

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