

# DECISION/DIRECTION NOTE

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**Title:** Sponsorship Policy

**Date Prepared:** December 3, 2019

**Report To:** Committee of the Whole

**Councillor and Role:** Councillor Dave Lane - Finance and Administration

**Ward:** N/A

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**Decision/Direction Required:** Approval of a Sponsorship Policy and rescission of a current related policy.

## **Discussion – Background and Current Status:**

The City receives many requests from organizations for financial or in-kind support and has also received support from organizations to sponsor City events (e.g., Festival of Music and Lights). To date, the City has had an ad-hoc and decentralized approach, with some requests addressed under existing funding programs, existing Council direction (in the case of declining fundraising requests), or on a case-by-case basis (e.g., 2017 Tim Hortons Brier).

Sponsorship involves a contractual arrangement between two parties where one party contributes cash and/or in-kind goods or services to the other party in return for commercial marketing potential (e.g., advertising, naming rights, etc.). The proposed Sponsorship Policy will apply to both the City receiving sponsorship money or in-kind goods/services from external organizations and the City providing sponsorship money or in-kind goods/services to external organizations.

The policy will provide a framework that establishes sponsorship eligibility criteria, creates a consistent sponsorship assessment process, and provides City-wide oversight to sponsorship activities. It will be managed by a Sponsorship Committee co-chaired by the Deputy City Manager (DCM), Community Services and the City Clerk.

For sponsorship of City assets, there is an initial list attached (Annex A) for Council's consideration. The City plans to engage a consultant to update the asset inventory, as well as assess their potential sponsorship value. Following this, a revised list will be provided to Council for approval.

The new policy clearly notes that the City will not provide sponsorship or donations to organizations or individuals, with the exception of potential sponsorship for events within the City of St. John's with budgets greater than \$100,000 (e.g., 2017 Tim Hortons Brier). Both private and not-for-profit organizations hosting events at these budget levels will be eligible for

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the City's consideration under the policy. Other organizations and individuals may still be eligible for support from the City via other existing policies/grant programs (see links to relevant documents below); however, many individual and organizational requests for support will be ineligible under the new policy.

There is currently an outdated related policy ([05-01-14 Promotion of Charitable Causes and Commercial Products/Services on City Property](#)) that will be repealed if the Sponsorship Policy is approved.

**Key Considerations/Implications:**

1. Budget/Financial Implications:
  - Sponsorship of City Assets will provide new non-tax revenue to the City.
  - Funding for the external consultant will be determined.
2. Partners or Other Stakeholders:
  - The policy will affect organizations who wish to sponsor City assets.
  - It will also impact individuals and organizations seeking sponsorship or donations from the City.
  - For those who are not eligible under the Sponsorship Policy, other existing policies/grant programs may provide more appropriate avenues for funding.
3. Alignment with Strategic Directions/Adopted Plans: This policy aligns with the "Sustainable City" strategic direction and is included as an initiative in the related goal (Goal S1 – Be financially responsible and accountable).
4. Legal or Policy Implications: The Office of the City Solicitor has reviewed and approved the policy.
5. Privacy Implications: City staff will ensure that any personal information is managed in accordance with the Privacy Management Policy.
6. Engagement and Communications Considerations: The Sponsorship Committee co-chairs (or their designate) will communicate the new policy processes to staff, including those who have been involved in previous sponsorships.
7. Human Resource Implications: Not Applicable.
8. Procurement Implications: Any type of sponsorship opportunity where discounted goods and/or services are provided will consider and comply with the Public Procurement Act, Regulations, and Policy.
9. Information Technology Implications: Not Applicable.
10. Other Implications: Not Applicable.

**Recommendation:** It is recommended that the Council approve the Sponsorship Policy and rescind the current related policy (05-01-14 Promotion of Charitable Causes and Commercial Products/Services on City Property).

**Prepared by/Date:** Trina Caines, Policy Analyst / December 3, 2019

**Reviewed by/Date:** Jennifer Langmead, Supervisor, Tourism and Events / December 3, 2019

**Approved by/Date:** Tanya Haywood, DCM, Community Services  
Elaine Henley, City Clerk, CPC Co-Chair; Roshni Antony, Manager - HR  
Advisory Services, CPC Co-Chair / December 3, 2019

**Attachments:**

- Annex A - Initial List of City Assets Proposed for Sponsorship Eligibility
- 09-17-01 Sponsorship Policy
- 09-17-01-01 Sponsorship Procedures (for information only)

**Other City policies/grant programs providing funding to individuals and organizations:**

- [04-04-01 Policy on Requests for Grants and Subsidies](#)
- [04-04-09 Policy on Grants to Artists and Arts Organizations](#)
- [04-09-03 Financial Support for Meeting and Conventions](#)
- [09-05-01 Support of the Arts Community](#)
- Heritage Grants
- Housing Catalyst Fund

## **Annex A - Initial List of City Assets Proposed for Sponsorship Eligibility**

### **1. Naming Rights**

1. Ball Diamonds
2. City-wide Initiatives
3. Community Centres (full complex and/or individual areas/rooms)
4. Dog Parks
5. Outdoor Pools
6. Skateboard Parks
7. Soccer Fields
8. Special Events
9. Splash Pads
10. Tennis Courts

### **2. Sponsorship**

#### **2.1 Special Events**

1. Canada Day
2. ChillFest
3. Festival of Music and Lights
4. Music @ Series
5. National Child Week
6. New Year's Eve
7. Party in the Park
8. Pumpkin Walk
9. St. John's Days
10. Youth Week

#### **2.2 City-wide Initiatives**

1. Fire Safety Education
2. Neighbourhood Watch
3. Pet Licensing
4. Waste/Recycling
5. Leaf Collection
6. Neighbourhood Clean Up

#### **2.3 Other Facilities and/or Equipment**

1. Website (or part thereof)
2. City Guide
3. LCD Screens
4. Park Benches
5. Bicycle Racks
6. Facility/Park Sign