

Advertising and Sponsorship Policy Procedure

Approved By:
Approval Date:
Effective Date:
Revision Date:

Procedure Statement

These procedures provide a clearly defined framework for advertising and sponsorship development at the Douro and Warsaw Community Centres and municipally owned Parks.

Application: This policy shall apply to all municipal employees of the Township of Douro-Dummer.

Consequences of Non-Compliance:

It is important that all employees are in compliance with the appropriate procedures as set out by the Township. Failure to comply with this procedure may result in disciplinary actions as per the HR Handbook.

Review Cycle: This procedure will be reviewed on an as needed basis.

Responsibilities

Employees are responsible for:

Complying with this procedure and speaking to their supervisor when it is not possible.

Procedures

- The cost of advertising will remain consistent with the Township of Douro-Dummer Fee Schedule unless a separate agreement has been made between the Business/Club/Organization and the Township of Douro-Dummer Fee Schedule and all agreements outside of the fee schedule will have the approval of the Manager of Recreation Facilities.
- The Township of Douro-Dummer is responsible for the installation and removal of all advertisements excluding the ice resurfacer. Installation and removal of advertising on the ice resurfacer must be completed by a professional that will be approved by the Manager of Recreation Facilities.
- Artwork, design and vinyl lettering shall be provided by the Business/Club/Organization as approved by the Township of Douro-Dummer and is consistent with all other advertisements within the Community Centres.
- The Township of Douro-Dummer may request additional funds for replacement of supplies or advertisements when original supplies have been damaged or used for their purpose.
- The location of the advertisement will be decided and agreed upon by both parties in this agreement.
- The location and size specifically pertaining to the Ice Surface Logos will be decided and agreed upon by both parties in this agreement.
- If at any time the Business/Club/Organization wishes not to renew their agreement with the Township of Douro-Dummer, Township staff will remove the advertisement. Cancellation notice must be in writing and received four (4) weeks prior to the removal date.