

Advertising and Sponsorship Policy

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

Policy Statement

This policy is to standardize advertising and sponsorship opportunities at the Douro and Warsaw Community Centres and municipally owned Parks.

Purpose: The Township of Douro-Dummer welcomes mutually beneficial Advertising and Sponsorships as a mechanism to:

- Generate new non-tax revenue streams to help fund municipal priorities and offset municipal costs by leveraging Township investments in community programs and facilities.
- Support businesses and community groups in achieving their business objectives, increasing their visibility in the community, and reaching customers in unique environments.

This Policy, together with the related procedures, provides a clearly defined framework for advertising and sponsorship development that:

- Supports the Township's compliance with relevant federal, provincial, and municipal laws and regulations.
- Ensure openness, accountability and transparency while protecting the best interests of the Township of Douro-Dummer.
- Provide clear direction to Township staff who have Advertising and Sponsorship responsibilities.
- Establishes clear roles, responsibilities, and requirements for the Township and its Advertisers to follow when entering into Advertising and Sponsorship Agreements.
- Sets clear roles, responsibilities, and expectations within the Corporation for identifying, soliciting, developing, managing, and approving advertising and sponsorships.

Application: This Policy applies to:

- All advertising and sponsorship opportunities, as defined within this Policy.
- All Township staff involved in or responsible for generating, managing and/or approving advertising and sponsorships.
- All third-party agreements for use of a facility by an advertiser or sponsor.

Advertising and Sponsorship activities are coordinated by the Manager of Recreation Facilities in conjunction with the CAO and Township staff.

- The Manager of Recreation Facilities or a designate is responsible for advertising and sponsorship solicitation; managing relationships with advertisers and sponsors and prospective advertisers and sponsors; negotiating, administering, and activating Advertising and Sponsorship Agreements; and ensuring that advertising and sponsorships are in accordance with the Policy.
- Approval of Advertising and Sponsorship Agreements will be in accordance with the Approval Authority Table (page 8).

Exclusions: This Policy does not apply to:

- Unsolicited donations, philanthropic donations or gifts which are eligible for an income tax receipt.

Definitions:

Activation – The activities undertaken to leverage the advertising and sponsorship rights purchased (e.g. communications, marketing, production)

Advertiser – a signatory to an Advertising Agreement. Advertisers can be individuals, businesses, community groups, foundations, and other governments. Advertisers can be for-profit, or not-for-profit entities.

Advertising – A type of advertisement activation whereby space on Township property is used by a third party for placement of a message or communication for a specific period.

Advertising Agreement – A binding contract between the Township and one or more advertisers.

Advertising Bundling – The grouping together of advertising opportunities into a package which offers added value to the sponsor; creates efficiencies and increases revenue to the Township.

Approval Authority – The level of approval required within the Township to approve an Advertising or Sponsorship Agreement relating to an Advertising or Sponsorship Program.

Audience Fit – Alignment of an advertiser and/or sponsor’s target market and the audience associated.

Chief Administrative Officer (CAO) – The most senior staff position in the Township’s administrative structure.

Township – The Corporation of the Township of Douro-Dummer.

Council – The Council of the Township of Douro-Dummer.

Designate – The authorized designate of a person identified in this Policy who has specific approval or signing authority. Authorization to become a designate is effective only when made in writing by the person delegating the authority and must be approved by the Manager of Recreation Facilities or by the Chief Administrative Officer.

Facility – A Township property that houses a building, park, recreational structure, or other Township infrastructure.

Fulfillment – The specific activities the Township must complete to fulfill its obligations under an approved Sponsorship Agreement.

Gift (Donation) – A voluntary contribution, in the form of cash or an In-Kind Contribution, to the Township for which there is no reciprocal commercial benefit expected or required from the Township.

In-Kind Contribution – A contribution received in the form of goods and/or services rather than cash. In-Kind Contributions can be a Gift or included in an Advertising or Sponsorship Agreement.

Manager – The Manager of Recreation Facilities and is the position within the municipal corporation that has decision-making authority and responsibility for operating a Township facility, program, or service.

Sponsorship – A mutually beneficial arrangement between the Township and a sponsor wherein the sponsor contributes cash or an In-Kind Contribution to the Township in exchange for a sponsored program.

Strategic Fit – The extent to which there is alignment in goals, values, and strategic direction between a potential advertiser or sponsor and the Township.

Advertising and Sponsorship Guiding Principles:

General Guidelines

- Maximize non-tax revenues and target sustainable revenue growth.
- Enhance and improve Township facilities and services without adding to the tax burden.
- Enrich the lives of residents by improving their overall experience and enjoyment of Township facilities or services.
- Safeguard and promote the Township's brand, values, and image.
- Support business development and investment in the community.
- Optimize revenue growth through innovative and responsive approaches to Advertising and Sponsorship development.

Advertising and Sponsor Benefits and Commitments

- Advertising and Sponsorship benefits are limited to those expressly stated in the Agreement.
- Advertising and Sponsorships must not result in any competitive advantage, benefit, or preferential treatment for the Advertiser or Sponsor outside of the terms of the Agreement.
- Advertisers and Sponsors are prohibited from implying that their products, services, or ideas are sanctioned or endorsed by the Township.
- Activation and Fulfillment costs of an advertisement or sponsorship are above and beyond the Advertisement or Sponsorship rights fees and will be at the Advertiser's or Sponsor's expense, unless otherwise identified in the Agreement.

Advertising and Sponsorship Costs, Expenditures, and Revenues

Advertising or Sponsorships must not create ongoing financial obligations for the Township.

- Advertising or Sponsorships must not result in any added costs or expenditures for the Township outside of the terms of the Agreement.
- When activation or fulfillment of advertising or sponsorships results in a tangible product, ownership of that product will default to the advertiser or sponsor, unless specifically stated otherwise in the Agreement.

- When activation or fulfillment of an advertisement or sponsorship results in an intangible benefit, ownership of benefit will default to the Township, unless specifically stated otherwise in the Agreement.
- Expenses for products purchased from an advertiser or sponsor, where the advertiser or sponsor is the supplier or manufacturer of the product(s), may be single sourced where it is specifically stated within an Agreement.
- In-Kind advertisements or sponsorships will be administered and accounted for in a way to ensure Canada Revenue Agency tax compliance.
- In evaluating potential advertisements and sponsorships, the Township will consider all costs to be incurred when determining the viability of the revenue including, but not limited to, operating, maintenance, production/design fees, disposal value and disposal costs. Where appropriate, the net value of the annual revenues/costs will be considered.

Accessibility

- Supplied artwork and advertising materials should aim to meet the Accessibility for Ontarians with Disabilities Act (AODA) criteria.

Standards and Limitations

All Advertisements and Sponsorships must comply with the following industry standards and legislation:

- Must meet the Canadian Code of Advertising Standards, as amended from time to time.
- Must comply with the laws, statutes regulations and by-laws in force, as amended from time to time, including the *Canadian Criminal Code* and all Industry Advertising Regulations.

The Township reserves the right to refuse a sponsorship with a potential sponsor that, in the sole discretion of the Township, is an inappropriate sponsor for the Township. Examples of inappropriate sponsors may include, but are not limited to those that:

- Do not meet the requirements of this Policy.
- Could reflect negatively on the Township's public image or prove detrimental to the Township's integrity and/or reputation.
- Present a real or potential conflict of interest for the Township or for the potential Advertiser or Sponsor.

- Advertisements and Sponsorships that do not align with the audience or mandate of a specific asset.
- Involve an Advertiser or Sponsor who is not in good financial standing with the Township.
- Involve an Advertiser or Sponsor that is disqualified from doing business with the Township due to ongoing litigation, prior litigation, or other infringements against the Township.
- Given that our public spaces support healthy communities, involve products or services that do not uphold these values or may reflect negatively on the Township's public image or be detrimental to the Township's integrity or reputation.
- Involve an Advertiser or Sponsor that promotes political, or other potentially divisive messages specific to any group or faction. Township staff and Council have the right to deny advertising material.
- Involves companies' images or messages that are derogatory, prejudicial, harmful to or intolerant of any specific group or individual.
- Violates the Township's Election Signs By-law.

Any advertisers denied by staff have the right to make a request for special consideration by Council.

The Township, in its sole discretion, retains the right to approve the content of any sponsorship creative, branding, messaging, or other activation to be installed, placed, or deployed on any Township property, including any approved use or reference to the Township brand or logo. All Advertisers and Sponsors must obtain prior documented approvals of any proposed creative, branding, messaging, or other activations to be implemented as part of advertising and sponsorship of a Township program, facility, or service. Township's approvals of advertiser's and sponsor's content will be based on the following standards:

- Advertisers and Sponsors must not advocate violence, or terrorism.
- Advertisers and Sponsors must not undermine the Township's objectives of providing safe, and welcoming services and programs to the community.
- Advertisers and Sponsors must not expose or tend to expose any person or class of persons to hatred, or discrimination.

- Advertisers and Sponsors must not promote messages or images that are offensive or disturbing to community standards.
- Advertisers and Sponsors must not undertake marketing or communications that are, for any reason, demonstrably justified as being harmful, contradictory, or negatively impacting the delivery of community services or programs by the Township.

Cancellation of Agreement

If for any reason an advertiser or sponsor fails to uphold the requirements of this Policy as a result of a change in their business practices or has been found to violate the requirements, the Township reserves the right to remove all advertising and cancel the agreement with no notice.

Soliciting Advertising and Sponsorships

The Township recognizes that soliciting advertising and sponsorship is a strategic and competitive activity in which:

- The Township is in competition with other organizations also seeking advertising and sponsorship revenue.
- Prospective Advertisers and Sponsors are often overwhelmed with multiple requests and proposals from those seeking advertising and sponsorship revenues.
- The alignment of values and goals between Advertisers and Sponsors is paramount to the success and longevity of advertising and sponsorships.
- Advertising and Sponsorship development involves building key strategic relationships over time as well as responding to sudden and unexpected opportunities as they arise.
- An open exchange of ideas and expectations is required to determine if there is an alignment between the Township's and the prospective advertiser's or sponsor's objectives.

Advertisements and Sponsorships may arise from competitive processes, non-competitive processes, direct solicitation, or unsolicited proposals. Such activities may include, but are not limited to:

- Formal competitive processes where there are many interested and comparable potential Advertisers and Sponsors.
- Direct targeting of prospective Advertisers and Sponsors based on potential

Audience Fit and Strategic Fit.

- Responding to unsolicited proposals.
- Marketing, communications, and promotional activities intending to attract prospective Advertisers and Sponsors.
- Formal and informal networking, outreach, and relationship building activities.
- To support transparency about Advertising and Sponsorship activities and potential opportunities, applicable information will be available on the Township’s website.

Approval Authority

Advertising and Sponsorship Approval Authority Table

Sponsorship Asset Level	Value	Approval Authority	Term
Platinum Package	per Fees & Charges By-law	Manager/CAO	2 years
Gold Package	per Fees & Charges By-law	Manager/CAO	2 years
Silver Package	per Fees & Charges By-law	Manager	2 years
Bronze Package	per Fees & Charges By-law	Manager	Annual
Starter Package	per Fees & Charges By-law	Manager	Annual
Public Ice-Skating Sponsorship	per Fees & Charges By-law	Manager	Annual
Parent & Tot Skating Sponsorship	per Fees & Charges By-law	Manager	Annual
Public Roller-Skating Sponsorship	per Fees & Charges By-law	Manager	Annual

* The fees are applicable each year but the space allocated to the sponsor is as per the term.

* Details of each sponsorship package are outlined in Appendix B.

Advertising and Sponsorship Agreement Approval Authority Table

Sponsorship Level	Approval Level
Platinum and Gold	CAO & Manager

Silver, Bronze, Basic, Starter, Skating Sponsors, Roller Skating Sponsors	Manager or Designate
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Agreements

An agreement is required for any advertising and sponsorship opportunity.

Although not an exhaustive list, an agreement typically will include:

- What the advertiser or sponsor is contributing and what the value of the contribution represents.
- The obligations of both the advertiser or sponsor and the Township.
- The dispositions and ownership of any assets resulting from the advertisement or sponsorship. Includes property that is obtained by the advertiser or sponsor or from advertising and sponsorship proceeds.
- The allocation of responsibility for the maintenance if applicable.
- The duration of the advertisement or sponsorship.
- Any payment amounts and schedule of payments.
- Termination and remedy provisions.
- Any other conditions that must be met.

Agreement Preparation

The Manager of Recreation Facilities or designate in consultation with CAO will prepare each agreement.

Agreement Signature

Notwithstanding the required approval levels outlined above, all agreements with a value of \$3,000.00 or more must be signed by the Township CAO.

The Manager of Recreation Facilities or designate can sign agreements with a value less than \$3,000.00

By-law Coordination

A specific By-law authorizing the execution of an agreement is not required if all the applicable requirements of this Advertising and Sponsorship Policy have been met.

Advertising and Sponsorship activation and fulfillment shall not proceed prior to the execution of an agreement.

Amendments and Renewals of Agreements

Any amendments, extensions or renewals to an agreement must be approved by the appropriate approval authority as set out in Phase 2 Approval Table

Where an agreement contains an option for renewal, such option may be exercised, if all the following apply

- a) The sponsor terms and conditions have been complied with, in the opinion of the approval authority as outlined in this policy.
- b) Approval authority as outlined in this policy agree that the exercise of the option is in the best interest of the Township.

References & Related Policies:

Consequences of Non-Compliance:

It is important that all Township employees follow the appropriate procedures as set out by the municipality. Failure to comply with this policy will result in not obtaining the advertising revenue as budgeted.

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

Appendix A

Advertising & Sponsorship Asset Inventory

1. Lobby locations at Douro and Warsaw Community Centres
2. Olympia ice resurfacers
3. On ice advertisements
4. Wall boards
5. Rink boards
6. Public skating sponsorships
7. Public roller-skating sponsorships
8. Adult public skating sponsorships
9. Parent & tot public skating sponsorships
10. South Park Ball Diamond
11. Any other locations as mutually identified and agreed upon.

Appendix B

Platinum Package:

- 1 Olympia advertisement (one side)
- 1 Ice surface logo advertisement
- 1 Rink board or 4x8 wall mount advertisement
- 2 Sponsored Public Skates
- 2 Sponsored Public Roller Skates

Gold Package:

- 1 Ice surface logo advertisement
- 1 Rink board or 4x8 wall mount advertisement
- 2 Sponsored Public Skates
- 2 Sponsored Public Roller Skates

Silver Package:

- 1 Ice surface logo advertisement
- 1 Rink board or 4x8 wall mount advertisement
- 1 Sponsored Public Skate
- 1 Sponsored Public Roller Skate

Bronze Package:

- 1 Rink board or 4x8 wall mount advertisement
- 2 Sponsored Public Skates
- 2 Public Roller Skates

Starter Package:

- 1 Lobby board or 4x8 wall mount advertisement
- 1 Sponsored Public Skate
- 1 Public Roller Skate

Public Skate Sponsorship at Douro Community Centre

- Sunday | 2:30 - 3:30 pm (27 dates)

Public Skate Sponsorship at Warsaw Community Centre

- Sunday | 1:30 - 2:30 pm (28 dates)

Roller Skate Sponsorship at Douro Community Centre

- Wednesday | 6:00 – 7:00 pm (24 dates)

2023-2024 Advertising and Sponsorship Rates

Advertising Options – Community Centres	Fees (+HST)
Olympia Ice Resurfacers (per side)	\$500.00
Wall Mounted (4x8 sheet)	\$250.00
Board Mounted	\$250.00
In Ice Logo (per logo)	\$500.00
Viewing Lobby (Douro CC)	\$175.00
South Ball Diamond (4x8 sheet)	\$150.00
Sponsorship Options – Community Centres	Fees (+HST)
Public Ice Skating	\$138.79
Public Roller Skating	\$68.00
Advertising & Sponsorship Packages	Fees (+HST)
Platinum (15% discount)	\$1,414.04
Gold (10% discount)	\$1,047.22
Silver (5% discount)	\$908.95
Bronze	\$663.58
Starter	\$456.79

Appendix C — Advertising & Sponsorship Agreement

Agreement dates this: Day _____ Month _____ Year _____

Between: Township of Douro-Dummer
894 South Street, P.O. Box 92
Warsaw, ON K0L 3A0

And

Name of Business/Club/Organization:
Address:
Contact Person:
Phone:
Email:

The location of the advertising is: (check all that apply)

- Lobby (Douro Arena)
- Olympia
- On ice advertisements
- Wall Boards
- Rink Boards
- South Park Ball Diamond

The type of Sponsorship is: (check all that apply)

- Public Skating
- Public Roller-Skating
- Adult Public Skating
- Parent & Tot Public Skating

Advertising & Sponsorship Packages

- Platinum Package
- Gold Package
- Silver Package
- Bronze Package
- Starter Package

The above-mentioned Business/Club/Organization has purchased advertising or a sponsorship for the term of ____ years(s), for the sum of \$ _____ plus 13% H.S.T.

This agreement shall be binding upon, and operate to the benefit of the respective parties. Cancellation of any advertising or sponsorship opportunity must be provided in writing with 4-weeks' notice.

Township of Douro-Dummer

Business/Club/Organization
