



POLICY

POLICY No. 2022-103
TITLE: Sponsorship & Advertising

APPROVAL DATE: NOVEMBER 07, 2022
AMENDED DATE: JANUARY 16, 2023

DEPARTMENT: ECONOMIC DEVELOPMENT

REVISION DATE:

MAYOR: 

CAO: 

Policy Statement:

The Town of Calmar provides this policy as an authorized framework for soliciting and entering into Sponsorship Agreements with external party that support Town-owned facilities and event.

Purpose:

The purpose of this Policy is to establish a protocol that:

1. Provides employees of the Town of Calmar guidelines and procedures with respect to recruiting external sponsorship for Town-owned facilities and/or events.
2. To recognize and capture revenue potential associated with sponsorships.
3. To protect the Town from risk and uphold the Town's stewardship role to safeguard Town assets and interests.
4. Provides opportunities to external parties to invest in Calmar's community development while promoting their own business/association/corporation.

Definitions

- **Assets**— means Town-owned facilities and/or land that have potential financial or marketing value as described in the Asset Management Policy # 2020-062.
- **Council** – means the Council of the Town of Calmar elected pursuant to the Local Authorities Election Act, RSA 2000 c L-21.
- **Exclusivity Agreement** – means an agreement whereby the supplier has an exclusive right to occupy Town-owned land or to supply goods and/or services to the Town for the time period of the agreement.
- **External Party** - means an external corporation, organization, enterprise, association, or individual.



- **Facility Naming Right**– means the purchase of the exclusive right to name a Town-owned facility by an external party for a specific time period.
- **Shared Sponsorship Agreement** – means when more than one external party enters into an agreement with the Town of Calmar to share the sponsorship of cash or Value-In-Kind in return for exploitable commercial potential associated with any Town-initiated facilities and/or events. Any hierarchy within the shared sponsorship will be outlined in the agreement.
- **Sponsor** – means an external party that enters into a Sponsorship Agreement and pays cash or Value-In-Kind in return for exploitable commercial potential associated with any Town-initiated facilities and/or events
- **Sponsorship Agreement** – means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between the Town and an external party for a specified period of time.
- **Town** – means the municipal corporation of The Town of Calmar in the Province of Alberta.
- **Town CAO** – means the Chief Administrative Officer of the Town of Calmar.
- **Town-Initiated Event** – means an activity for the public organized by the Town and generally lasts less than one week.
- **Town-Owned Facility** – means a specific facility, amenity, or asset owned by the Town.
- **Town Owned Land** – means lands owned by the Town including road rights-of-way.
- **Value-In-Kind** – means sponsorship received in the form of goods and/or services rather than money.

Scope

This policy applies to all sponsorships received by the Town, solicited or unsolicited and to all Town departments.

This policy does not apply to:

- Independent foundations or registered charitable organizations that the Town may receive benefit from.
- Gifts or unsolicited donations to the Town.
- Funding obtained from other orders of government through formal grant programs
- Town sponsorship support of external projects where the Town provides funds to outside organizations
- Third parties who lease Town property or hold permits with the Town for activities or events (i.e. community associations).

Responsibilities

Council is responsible for approving or denying any Facility Naming Rights sponsorship and any Exclusivity Agreement Sponsorship. Council can, at any time, cancel or terminate any sponsorship that no longer meet the values of the Town of Calmar. Public engagement may be held at any time, at Council's discretion.



The Chief Administration Officer is responsible for implementing this policy and reporting to Council on sponsorship activities including revenues and expenses.

The Chief Administrative Officer, or designate, is authorized to enter into any Sponsorship Agreement.

Sponsorship Categories

1. **Exclusivity Agreements:** A mutually agreed arrangement between the Town and an external supplier, evidenced in writing, that provides exclusive use of Town property or supply of goods and/or services to the Town in exchange for money or value-in-kind.
2. **Facility Naming Rights:** An external party can enter into a contractual agreement with the Town whereby the external party contributes money and/or value-in-kind to the Town in return for exclusive naming rights to a Town-owned facility.
3. **Other Facility Recognition:** An external party can enter into a contractual agreement with the Town whereby the external party contributes money and/or value-in-kind to the Town in return for promotional benefits within a Town-owned facility.
4. **Town-Initiated Event:** The financial or value-in-kind support for Town organized activities. The sponsor's name may be directly associated with the activity (i.e. "presenting" or "title" sponsorship") and the sponsor will be provided a variety of temporary marketing opportunities.

Sponsorship Guidelines

Any Sponsorship Agreement will adhere to the criteria and guidelines of this sponsorship policy.

The Town may enter into any Sponsorship Agreement with an External Party when such partnerships are mutually beneficial in a manner that is compatible with the Town's mission, values, and policies and where there is a revenue opportunity for the Town, net of the cost of providing signage or other Sponsor recognition.

The length of term for any Sponsorship Agreement may be limited to an event or for a defined period of time. The term should consider the cost of providing signage and other Sponsor recognition and still provide an adequate financial return to the Town. Facility Naming Rights agreements will not be for a term less than 5 years.

The Town may offer the Sponsor the right to renew the Sponsorship Agreement subject to reaching satisfactory terms and conditions. The current or ending sponsorship holder will be given the first right of refusal before the Town of Calmar will accept a new sponsorship.



Sponsorship will not be solicited from businesses, organizations, or individuals who, in the sole discretion of the Town, are inappropriate partners of the municipality in that their products or business activities do not align with Town values.

Sponsorship will not result in, or be perceived to result in, any competitive advantage, benefit, or preferential treatment outside the Sponsorship Agreement.

The Town will not endorse the products, services, or ideas of any Sponsor and any Sponsor is prohibited from implying that their products, services, or ideas are sanctioned by the Town.

The Town will not relinquish to the Sponsor any aspect of the Town's right to manage, maintain, and control Town Assets or property. Ownership remains with the Town of Calmar.

Sponsorship recognition will not detract from the physical attributes, character, integrity, or safety of any Town-initiated Event, and/or any Town-owned Facility and respect the use of the Town logo and slogan.

Sponsorships will be sought and granted using broadly based, open processes.

Sponsorship funding may only be accepted to supplement Council-approved initiatives. Sponsorships must be for purposes consistent with the Town of Calmar's goals and values and must be considered to be in the public interest of the town.

The Town of Calmar will consider all sponsorship proposals but has no obligation to accept any and can terminate the sponsorship at any time if Council determines it appropriate. The Town reserves the right to refuse any proposal at any point, including, but not limited to, those submitted by third parties whose activities are perceived to be incompatible with the Town's goals, values or mission.

Related Documents

Signing Authority Policy #2021-091

Asset Management Policy # 2020-062

Appendix I - List of types and levels of sponsorship opportunities