



CITY OF WOODSTOCK POLICY MANUAL

Subject:	Corporate Sponsorship and Advertising
Policy Number:	GA020
Revision:	00
Approved by Council:	September 3, 2015
Amended:	

Statement of Principle

To provide a framework for sponsoring or advertising with the Corporation of the City of Woodstock.

Policy Statement

The City of Woodstock welcomes and encourages sponsorships and advertising undertaken to assist in the provision of City services and projects. All sponsorships and advertising shall be consistent with the City's vision, mission and values and will not compromise or contradict any By-law or policy of the City, or reflect negatively on the City's public image. All sponsorship and advertising agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to the City and the community.

The placement of any advertising on City assets, at City programs, or in City media/publications does not represent or imply any partnership with the City, the City's endorsement of any product, service, person, company, organization, beliefs, views, or any content contained in the advertisement, and does not constitute information or communication by or on behalf of the City.

The City of Woodstock retains the right to reject or terminate any sponsorship or advertising agreement in whole or part.

Scope

This policy applies to all relationships between the City and businesses, organizations and individuals that contribute either financially or in-kind to City 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
- Paid advertising on City property, at City events, and in City publications

This policy does not apply to the Woodstock Art Gallery. All such policies for the Art Gallery are prepared, reviewed, and approved by the Art Gallery Advisory Board.

Procedures for the naming/renaming of City property and facilities are outlined in Policy GA0019 – Property and Facility Naming.

Application

All sponsorship and advertising agreements must comply with federal and provincial statutes, municipal By-laws, and the standards set out by the Canadian Advertising Standards Council. The contributing party shall consent to reasonable inquiries by the City to ensure that the proposal is consistent with the City's vision, mission and values and will not reflect negatively on the City's public image.

All sponsorship and advertising must meet all of the following criteria:

- Does not breach or conflict with any existing City advertising agreements and/or contracts;
- There are no adverse effects on public safety;
- Does not present demeaning or derogatory portrayals of individual or groups;
- Does not promote tobacco or nicotine products or tobacco use;
- Does not promote alcohol at events geared to children or youth;
- Does not promote the sale, distribution or promotion of illegal substances, weapons or pornographic materials;
- Does not minimize and/or detract from the image of the City and/or its employees;
- Does not represent political endorsement of a party, elected representative or candidate from any level of government (excluding public service announcements);
- Does not incite violence or hatred;
- Does not convey a negative religious message that might be deemed prejudicial to religious groups;
- In light of generally prevailing community standards, is not likely to cause deep or widespread offence.

Exemption

- Previously established third party facility agreements
- Funding obtained through formal government programs

Procedure

Solicitation and allocation of sponsorship and advertising opportunities

The following sponsorship and advertising opportunities should be a priority:

- Opportunities that will offer a significant corporate profile
- Agreements of a lengthy duration (3 years and beyond)

Unsolicited sponsorship and advertising proposals received by the City will be reviewed and evaluated by the relevant Senior Manager as per the provisions of the policy.

Sponsorship Agreement

Departments are responsible for soliciting, negotiating, preparing and administering their own agreements, including contract management. Staff approving sponsorship proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, ethical scans, and permits have been obtained. Departments are responsible for maintaining a log of all sponsorship contributions and for issuing a written acknowledgement of the agreement to each. Any sponsorship agreements exceeding a value of \$75,000 shall be approved by Council.

Revision Date	Rev #	Particulars