



THE CORPORATION OF THE TOWNSHIP OF NORWICH

DEPARTMENT: Recreation, Parks & Facilities POLICY NO: RPF 2006 – 06

SUBJECT: Facility Sponsorship, Advertising & Donations

APPROVED BY COUNCIL: RES. NO. 26 DATE: February 14, 2006

REVISION NO: AUTHORIZED REF: DATE:

PURPOSE:

The Township of Norwich actively encourages individuals, the business community, service clubs and other organizations to become donors or sponsors. This policy will establish the guidelines by which the Township of Norwich will address sponsorship opportunities for municipal facilities.

DEFINITIONS:

Advertising – is the selling or leasing of advertising space on the Township’s printed materials and properties whereby the advertiser is not entitled to any additional benefit beyond access to the space purchased.

Donation is a gift or contribution of cash, goods or service given voluntarily toward an event, project, program or corporate asset as a philanthropic act.

Sponsorship – is a mutually beneficial business arrangement or partnership between the Township of Norwich and an external company, organization or enterprise wherein the external party contributes funds, goods or services to a municipal project or initiative in return for recognition, acknowledgement or other promotional consideration for a specific period of time.

GENERAL PRINCIPLES & GUIDELINES:

1. The Township of Norwich accepts the principle that external organizations may partner with The Township of Norwich recording programs, events, facilities or activities where such a partnership is mutually beneficial to both parties.
2. The Township of Norwich will not solicit, or accept, sponsorship, advertising or donations from companies or other companies whose reputation could prove detrimental to the Township’s image. In respect to sponsorship, advertising or donations with organizations whose products or public image may be deemed to be “sensitive” (i.e. liquor, personal care or health products), the Township must evaluate all such proposals on an individual basis based on the content of the proposal and the target audience.

APPROVAL PROCESS:

Unless otherwise specified, all proposals for naming opportunities will be based on, but not limited to, the following criteria:

1. Classification of the opportunity or asset named;
2. Consideration of the naming opportunity (i.e. financial, in-kind or distinguished service record);
3. Proposed term of the naming right;
4. Reason(s) for submitting the proposal, and other details that would be reasonably required by Council to assess the naming opportunity;
5. Proposed names for the applicable opportunity or asset;
6. Name of the donor or sponsoring entity.

SELECTION CRITERIA:

Acceptance of sponsorships, advertising and donations will be based on but not limited to, the following criteria:

1. The value of the product, service or cash provided to the Township.
2. The relationship must be beneficial to both parties.
3. The sponsorship, advertising or donation must be consistent with the vision, policies and goals of the Township of Norwich.
4. The sponsorship, advertising or donation must enhance the development, delivery awareness or continuance of Township programs, service or facilities.
5. The value of the agreement must be consistent with the level of recognition or acknowledgement of the sponsor.

RIGHT TO REVOKE OPPORTUNITY:

The Township of Norwich reserves the right to terminate an existing sponsorship or advertising should conditions arise during the life of the sponsorship or advertising that resulting in it conflicting with Township policy or no longer supporting the best interest of the Township.

THIRD PARTY FUNDRAISING:

1. A written application must be submitted by all potential third party fundraising groups. Applications will be referred to Council, through a report prepared by the Director of Recreation Parks & Facilities.
2. All applicants must complete and sign a Fundraising Event Agreement, releasing the Township of Norwich from any liability connected with fundraising event.
3. The fundraising event must adhere to all of the policies of the Township of Norwich.
4. The fundraising group must include its official name on all its advertisements. Permission to use the name or logo of the Township must be obtained beforehand.