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APPENDIX "B"



Chapter 16
Miscellaneous

16(29A) Appendix to Corporate Sponsorship Program Policy

CORPORATE SPONSORSHIP POLICY

PURPOSE OF THIS POLICY

The purpose of this Policy is to set out Council's direction and guidelines to the Elected Officials and to the Civic Administration with respect to the corporate sponsorship of City programs, services and facilities. Although this Policy is not confidential, it is intended for internal use.

The Civic Administration shall make available for external use, marketing documentation on the City's Corporate Sponsorship Program.

This policy also applies, with the necessary modifications, to all outside Boards and Commissions.

SCOPE OF THIS POLICY

This policy shall apply to all business relationships between The Corporation of the City of London and businesses which contribute either financially or in-kind to City programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations. This policy shall not apply to the following circumstances:

- (a) gifts, unsolicited donations or advice to the City where no business relationship is required and where no reciprocal consideration is being sought;
- (b) funding obtained from other levels of government through formal grant programs;
- (c) business partnerships between the City and its locals boards and commissions;
- (d) sales of advertising space on City printed materials and facilities; or
- (e) neighbourhood groups, service clubs, non-profit community organizations or agencies that provide continuous support and leadership to City programs, services or facilities.

CRITERIA FOR SPONSORSHIP RELATIONSHIPS

The following criteria must be satisfied before a sponsorship relationship is formalized between the City and a business:

- (a) the relationship must be beneficial for both parties;
- (b) the sponsorship must enhance the development, delivery, awareness or continuance of one or more City programs, services or facilities;



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- (c) any costs to the City associated with the relationship must be within approved operating and capital budgets;
- (d) the relationship must not cause a City employee or agent to receive any product, service or assets for personal gain or use;
- (e) the City program, service or facility for which sponsorship is being sought must:
 - (i) not directly compete with charitable organizations or with existing private businesses in close proximity to the City program, service or facility; and
 - (ii) be consistent with Vision London plans and priorities;
- (f) all publicity, advertising, acknowledgement and recognition of the sponsorship by either the City or the sponsor must comply with all Federal and Provincial statutes and all municipal by-laws; and
- (g) the value of the proposed sponsorship is consistent with the proposed recognition or acknowledgement of the sponsorship.

SPONSORSHIP AGREEMENTS

All sponsorship relationships shall be confirmed in the form of a written agreement between the sponsor and the City. All such agreements must clearly indicate and address:

- (a) what the sponsor is contributing and what the value of the contribution represents;
- (b) the obligations of both the sponsor and the City;
- (c) the disposition and ownership of any assets resulting from the sponsorship;
- (d) responsibility for the maintenance, insurance and taxes of all assets associated with or resulting from the sponsorship;
- (e) the duration of the sponsorship;
- (f) the licensing and use of the City's and the sponsor's name, trade and service marks and other intellectual property, and any payment for such licensing and use; and
- (g) a cancellation provision and the remedies available to both parties upon cancellation.



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SOURCING AUTHORITY

Sponsorships shall be allocated competitively and shall be consistent with the City's Purchasing Policies; however, it is entirely appropriate to enter into a sponsorship relationship with a particular business without seeking comparative proposals when:

- (a) the sponsorship is initiated by a business, in which case the sponsorship proposal shall be considered the intellectual property of the business and it would be inappropriate for the City to seek competing proposals; or
- (b) the circumstances of the City program, service or facility for which sponsorship is being sought make single sourcing necessary, appropriate or a natural fit with a particular business.

The City reserves the right to reject any and all unsolicited sponsorships that have been offered to the City and to reject any and all proposals for sponsorships that have been openly solicited by the City.

APPROVAL AUTHORITY

All potential sponsorship opportunities and all proposed sponsorships shall be reviewed by the Management Committee.

The Elected Officials and the Civic Administration are hereby authorized to enter into a sponsorship relationship with an external organization, provided all provisions of this Policy are met and provided the value of the sponsorship (either direct funding or in-kind services, or a combination of both) is less than the pre-authorized limit set out in the Purchasing and Materials Management By-law. In such cases, all necessary sponsorship agreements shall be executed on behalf of the City by the Civic Administration.

When the value of a proposed sponsorship is greater than this pre-authorized limit, the sponsorship shall require the approval of the Municipal Council. In such cases, all necessary sponsorship agreements shall be executed on behalf of the City by the Mayor and the City Clerk.

EXCEPTIONS TO THIS POLICY

The Elected Officials and the Civic Administration are encouraged to advise the Municipal Council of all sponsorship proposals that would contribute towards the cost of a particular program, service or facility but do not comply with one or more provisions of this Policy. The Municipal Council reserves the right to consider and accept such proposals.