

POLICY NAMING & SPONSORSHIP



Policy C1009

1.0 PREAMBLE

- 1.1 The goal of this policy is to provide a structure for assigning of names to Town of Banff properties and assets in order to ensure effective navigation, and to reinforce the unique character of our mountain community and the reputation of the Town of Banff. Secondly, this policy provides Town Council with opportunities to commemorate organizations, events or individuals by assigning Municipal Names to Town properties and assets. Lastly, and of lesser priority, this policy allows opportunities for the Town to generate revenue or in-kind services to be used to create or enhance a property (usually a program, event, service or facility), in return for allowing a third-party organization to gain exposure for sponsoring the property.

2.0 POLICY

- 2.1 **Municipal Naming** of Town of Banff properties and assets (such as parks, buildings, structures and neighbourhoods) is the process for Town Council to assign a long-term or permanent name, in order to provide unambiguous identification of locations to enhance navigation within the Banff town site. Municipal Naming also serves as a means to celebrate our culture, role in the national park, and the unique identity of this mountain community, its heritage, geography, flora, fauna or natural features associated with the town. Town Council can commemorate important events or honour the outstanding achievements or significant community contributions of groups, organizations or individuals. Municipal Naming is applied in situations where the Town does not receive from external parties a financial contribution, goods or services, or when a contribution has been donated, but the external party does not seek reciprocal consideration. This policy complements the objectives of the Addressing Bylaw, which applies to naming of streets and roadways.
- 2.2 **Sponsorship** is a means to provide mutual benefit to the Banff community and organizations seeking short-term profile through connection with Town “properties,” such as real property, facilities, events, programs, features, structures, and other Town assets. Sponsorship is recognized as a short-term opportunity to offset costs associated with municipal activity or infrastructure, facilitated through agreements that benefit both the Town and the sponsor. Sponsorship can be provided as cash or value-in-kind. The benefit to the Town is the generation of revenue or receipt of service/product that will *enhance* or *create* the experience for users of a Town program, event, activity, facility or other Town asset. Beyond financial or in-kind benefit to the Town, a sponsorship must also uphold the reputation of the Town and maintain alignment with the community’s interests and values.

3.0 PURPOSE

The purpose of the Naming & Sponsorship Policy is to:

- Uphold the Town of Banff's stewardship role in safeguarding the Town's assets, reputation, aesthetic standards, interests, and community values;
- Outline the responsibilities, principles, requirements and protocol for municipal naming of Town properties, sponsorship of Town properties;
- Protect the Town of Banff from risk; and
- Ensure alignment with Council's priorities and the Town's programs and services.

4.0 SCOPE

- 4.1 This Policy applies to all Town of Banff departments and divisions.
- 4.2 This policy repeals and supplants existing in-force Town policies C120 Sponsorship Policy and C013 Naming of Parks and Recreation Facilities Policy.
- 4.3 This Policy applies to naming of all municipal properties such as buildings, facilities, bridges, parks, features, playgrounds, development areas and neighbourhoods.
- 4.4 This Policy applies to potential sponsorship of all "properties," as defined herein.
- 4.5 This Policy does NOT apply to:
 - naming of streets, roads, lanes or allocation of street addresses, which is governed by the Addressing Bylaw
 - licensing or leasing of Town-owned real property
 - commemoration on Town benches or commemorative tree planting
 - advertising display, such as advertising on ice rink boards, on street pole banners, in Town publications, or signage
 - grants from other orders of government or public sector agencies
 - the Town of Banff's sponsorship of external projects, programs, events, activities or other "properties" owned by external individuals or organizations, where the Town provides funds or in-kind support to external parties
 - agreements where external parties lease or rent Town property, or hold permits for use of public streets or places.

5.0 DEFINITIONS

For the purposes of this Policy, the following definitions apply:

- 5.1 **Advertising** means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to display messaging on a medium (e.g., ice rink boards, internal poster, publication, event banner, etc.) where the content is controlled by the third party and approved by the Town of Banff; for certainty, an Advertising arrangement does not provide the third party with any additional benefits beyond access to the space. Unlike sponsorship, advertising is secured at pre-determined rates for a set period of time. Advertising is not governed by this Policy but sponsorship benefits could include advertising opportunities.
- 5.2 **Asset** is the same as "property" for the purpose of this policy – an item, object, thing (including a service, program, event or activity) or real estate property owned by The Town of Banff.

- 5.3 **Commemorative Naming** is officially naming or renaming a Town property to recognize the significant positive contributions made by an organization, event or individual to Banff, Banff National Park, the Bow Valley, the Province of Alberta or Canada. This type of naming of Town property occurs with no expectation of any consideration in exchange for transfer of goods, services or financial contribution to the Town.
- 5.4 **Donation** means a transfer of in-kind, property or financial contributions which provide benefit to the Town. Donations are gifts, as defined in the Income Tax Act, that do not constitute a business relationship since no reciprocal consideration is sought. Donations generally qualify for a tax receipt. An example is a cash contribution from a group to fund a playground construction.
- 5.5 **Development Plan** is a legal document that shows the surveyed boundaries, location, size, servicing and streets of a proposed development, as well as build out detail. These include Area Development Plans and Area Redevelopment Plans.
- 5.6 **Duplicate** refers to names that are identical or similar sounding.
- 5.7 **First Responders** refers to Banff Fire Department, RCMP, Banff Municipal Enforcement, Banff Emergency Medical Services (EMS) and any other ambulance or firefighting service.
- 5.8 **Grant** means a financial award without valuable consideration, by an order of government or public or private organization (a ‘grantor’) to the Town, that meets the grantor’s funding priorities/eligibility criteria, is for a defined period of time, and may include communications, signage and/or reporting obligations on the Town.
- 5.9 **Heritage** means tangible culture (such as buildings, monuments and artifacts) and intangible culture (such as traditions, language and person(s)) that has a shared significance connected to the past.
- 5.10 **Municipal Naming** means naming of the Town of Banff’s parks, buildings, neighbourhoods, facilities, structures and other assets by the Town, in situations where there is no expectation of any consideration in exchange for transfer of goods, services or financial contribution to the Town from any applicant or third party.
- 5.11 **Names Reserve List** is a collection of names of individuals, organizations, and community features compiled over time for consideration by Council in assigning names to Town property.
- 5.12 **Naming** is officially assigning a name to, or renaming, a Town property or a property feature.
- 5.13 **Properties** refers to Town **assets**. These include, but are not limited to, events, services, programs, activities, real property, facilities, structures, bridges, parks, features (e.g. rooms, ice pads, trails, gardens, playgrounds, etc.), intellectual property and other assets, but not including roads, streets and lanes.
- 5.14 **Property Features** refers to significant amenities or assets within or on a Town property, including but not limited to, playgrounds, sports fields, gazebos, ice pads, and rooms in a facility.
- 5.15 **Real Property** refers to buildings, structures, facilities and parks, and excludes properties such as events, programs, and activities.
- 5.16 **Sponsor** is a corporation, organization or individual that enters into a sponsorship agreement involving a Town asset/property (such as an event, program, building or feature) and provides financial contribution, real property or value-in-kind in return for access to commercial potential associated with the Town asset.

- 5.17 **Sponsorship** is a short-term mutually beneficial business arrangement, wherein a third party, whether for-profit or otherwise, provides a financial contribution and/or in-kind services to the Town in return for commercial benefit. Sponsorship agreements define a period of time and a specified Town asset/property (such as an event, program, building or feature). The value to the third party is derived from the public profile to potential customers of their name or brand, and its association with a Town property, including a service, program, event, activity, real property or sub-component of a Town asset. Unlike advertising, a sponsorship agreement has no pre-determined cost and return, and must be negotiated for each case.
- 5.18 **Valuation** means a current comprehensive review of a Town asset's overall value as it relates to sponsorship. Valuation must consider the period of time, reach of profile, significance of the Town property, and the dilution of the Town's brand that occurs when sharing a property with a third-party brand.
- 5.19 **Value-in-kind** is a form of sponsorship where the contribution to the Town is in the form of goods and/or services rather than financial. An example of event in-kind sponsorship is a community group receiving named profile on signage in return for their labour at an event.

6.0 MUNICIPAL NAMING

6.1 Municipal Naming Responsibilities:

- a) Town Council shall have final approval for naming municipal properties.
- b) The Town Manager is responsible for presenting naming options for Town Council consideration, as they arise, following due diligence outlined in the protocol section of this Policy.
- c) Directors are responsible for ensuring their staff understand the requirements of this policy.
- d) Directors are responsible for assisting in the evaluation of municipal naming proposals and assisting in maintaining an inventory of properties eligible for naming.
- e) Directors who oversee Town properties in their respective portfolios are responsible for receiving from individuals and community groups any requests for naming consideration of specific properties, and Directors coordinate review and evaluation before submitting to the Town Manager.
- f) The Town Manager, or designate, is responsible for maintaining a Names Reserve List for use in considering assigning names to Town property, and an inventory of properties eligible for assigning names.
- g) The Town Manager, or designate, is responsible for identifying to Council properties for consideration to be assigned Municipal Names.
- h) The Town of Banff's Geographic Information Services (GIS) is responsible for maintaining records of all Town property.
- i) The Director of Protective Services is responsible for representing the interests of all local first responders in evaluating naming proposals to ensure emergency services navigation is enhanced when assigning municipal names.

6.2 Municipal Naming Principles:

- a) Naming of municipal property – including a facility, room, park, feature, structure, neighbourhood, development area – shall be implemented in order to improve general and emergency navigation to the location, to facilitate property rental/lease, and to reinforce the culture and identity of our community.

- b) Names assigned to real property shall be designated on a long-term basis, with changes to be avoided. This semi-permanence is beneficial for address familiarity and permeation in external mapping.
- c) Properties with names of historic or community significance (e.g. Louis Trono Gazebo and the Sean Frackleton Memorial Basketball Court) would be considered for renaming only in infrequent circumstances, generally, only after 10 years, and after consultation with community stakeholders associated with the existing name.
- d) Naming shall avoid duplication of other municipal names or geography in the Bow Valley, when such use could cause confusion in navigation.
- e) Naming shall reflect the unique location, flora, fauna, geography, associated building, or neighbourhood where the property is located, or recognize the exceptional contributions of individuals or organizations of Banff, the Bow Valley, Banff National Park, the Province of Alberta, or Canada. An example is the Fenlands Banff Recreation Centre.
- f) Naming shall reflect Town of Banff ownership of property, for the public good.
- g) Names of animals and trees shall be avoided as they are reserved for streets, roads and lanes.
- h) Naming a municipal property after an organization, event or individual shall be commensurate with the contributions of those being honoured and having regard to the achievements or areas of interest.
- i) Naming of individuals would be least frequent, due to the status of a national park welcoming all Canadians and people from around the world.
- j) Naming would rarely be considered for living individuals, in order to minimize any reputational risk.
- k) Consideration of assignment of names will include review of names that are on a Names Reserve List, whenever possible.
- l) Members of the public may recommend names for consideration on the Names Reserve List or for specific assignment, following protocol outlined in this Policy. For example, the Banff Heritage Corporation may suggest names for consideration.
- m) Official names should be used on signage, websites and other publications.
- n) The Town may consider recognizing other UNESCO sites in naming locally, to strengthen Banff's commitment to the UNESCO World Heritage Site system.
- o) The Town may consider Indigenous names to recognize the heritage importance to Banff.
 - 1) this valley has long been a place of shared use by First Peoples from multiple language groups (for as long as there have been buffalo here), these language groups include Ktunaxa (Kootenay), Secwepemc (Shuswap), Athapaskan (Dene), Algonquian (Nehiyaw, aka Cree; Nütsitapi, aka Blackfoot), Assiniboiian (Nakoda), and Michif (Métis);
 - 2) The Town will strive to honour all peoples, and exclude none over time.
- p) Special considerations:
 - 1) **Development Area** (new or changed commercial, residential or mixed):
 - Any pre-existing geographic, heritage, or neighbourhood name associated with the development shall be incorporated into any new name, where possible.
 - The official development name may differ from the marketing names of an area or neighbourhood.

2) Parks: There are two levels of parks:

- Town Level Park – open space which serves the entire population of Banff and visitors – shall be named by Town Council.
- Neighbourhood Level Park – open space which serves a specific area and includes smaller parks, parkettes, grounds associated with community groups or housing cooperatives, grounds associated with schools, and play lots; shall be named by Town Council after the name of the neighbourhood or named after a person, organization, or geographical feature of the area.
- The descriptive word “park” shall be assigned to the name of the park.

3) Municipal Real Property:

- May be named after the geographic feature or neighbourhood in which they are located, or reflect the heritage, cultural, ethnic or social diversity of the community, flora or fauna, or individuals or organizations that have made a lasting impact on Banff.
- Should include words to describe the function of the property, when it is the primary feature, and may include the geographic location in which it is situated or adjacent, the district or neighbourhood in which it is located or after the name of the development area.

6.3 Municipal Naming Requirements:

- a) Properties for possible Municipal Naming shall be provided by the Town Manager or designate to Council.
- b) Names of Town properties will portray a strong positive image of the Town of Banff, have geographic, ecological, historical, cultural, indigenous or social significance to the location of the property, and may recognize significant contributions made by organizations, events or individuals to the community, the Bow Valley, Banff National Park, the Province of Alberta, or Canada.
- c) Property names shall not impair the ability of First Responders to respond to emergencies or impair the Town’s ability to deliver services.
- d) The duration of the property name is at the sole discretion of Town Council and may be revoked or the property may be renamed. Generally, a property, once assigned a name, shall not normally be renamed. Council may consider renaming a property in exceptional circumstances, and generally only after 10 years since a property has been named or renamed.
- e) Proposed names that are offensive, misleading or otherwise deemed ineffective/unacceptable will not be permitted.
- f) The Town will not rename ravines, woodlands and other ecological features.
- g) The design and content of the signage for Town properties must comply with the Town of Banff Brand Standards and the physical location of the sign shall be determined by the Town, and approved by designated authority.
- h) The Town will consider proposals from external parties to name or rename a Town property but is under no obligation to accept a proposed name.
- i) Names may be placed on the Names Reserve List for future consideration if they conform to the naming criteria.

- j) Names of Town properties shall NOT:
 - 1) Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
 - 2) Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
 - 3) Result in inappropriate abbreviations or acronyms;
 - 4) Duplicate another named Banff or Bow Valley property – a name shall be distinct from names used elsewhere and avoid similar sounding names, due to confusion it may create for general navigation or emergency services.
 - 5) Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonable interference with its enjoyment or use;
 - 6) Place the Town in conflict with any agreements established in the acquisition or management of the property; and
 - 7) Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or significant contributions to the Town of Banff. Names of recent events or recently deceased individuals may be considered after two years.
- k) In infrequent circumstances an **individual** may be commemorated. The name of an individual must meet at least one of the following criteria:
 - 1) A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the Town of Banff, the Bow Valley, Banff National Park, Province of Alberta, or Canada;
 - 2) A nationally known person who volunteers or gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
 - 3) A person who risks their life to save or protect others; and
 - 4) A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the Town of Banff, Banff National Park, Province of Alberta, or Canada.
- l) When naming a property after an individual, assignment should seek to better reflect the diversity of the Banff community, and demonstrate equal consideration of genders.
- m) When using a name of an individual, the individual shall be deceased, or in rare circumstances, be retired (and therefore no longer active in their field of expertise).
- n) The Town of Banff encourages that the names to be honoured reflect the heritage, cultural, ethnic or social diversity of the community, including First Peoples, traders, explorers and early pioneers who have contributed significantly to Banff.
- o) Naming or renaming a Town property, on behalf of an individual event or organization requires the written consent of the named party or the named party's representative. In circumstances where consent has not been received, despite reasonable efforts, the Town, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the Town.

- p) Municipal Naming of **neighbourhoods and development areas**:
 - 1) A proposed name should either reflect Banff's Heritage or local geographic feature(s), including flora and fauna, and/or further a sense of community.
 - 2) Abbreviations in names are not permitted.
 - q) Municipal Naming of **real property** such as buildings, structures, facilities:
 - 1) Town-owned facilities used as work areas shall be named according to this policy and to identify operational activity, where required.
 - 2) The proposed names should either reflect Banff's heritage or local geographic feature(s), including flora and fauna, and/or further a sense of community.
 - 3) Real property may also be named after groups, organizations or individuals.
- 6.4 **Municipal Naming Protocol:**
- a) Naming of Town property shall follow requirements in this Policy.
 - b) Naming recommendations may be initiated by the Town or a local stakeholder(s).
 - c) A proposal from an external stakeholder individual or organization shall be submitted to the Town Manager in writing.
 - d) Properties for possible Municipal Naming shall be provided by the Town Manager or designate in a report to Council.
 - e) The Town Manager shall provide Town Council with up to five potential names for a new property name in-camera, with consideration of the Names Reserve List, as a starting point for further evaluation.
 - f) Banff First Responders, the Town of Banff's Geographic Information Services (GIS) division and Planning & Development department, and the relevant Town department(s) that manages/operates/uses the relevant property shall be involved in consultation and recommendation of name assignments.
 - g) The Town shall consult with directly affected stakeholders on the proposed name, except where the proposed property name is based on a location, function or geographic feature, or an inherited property. For example, the Town may consult Banff Heritage Corporation for commemorative naming.
 - h) The Town will consult with Indigenous communities and adhere to appropriate protocols for proposed names of Town properties that portray Indigenous significance or contributions or propose to name a Town property after an Indigenous concept, individual, organization or event.
 - i) The Town will consult with and seek approval for naming decisions from Parks Canada, when doing so is required by other statute.
 - j) The Town will assess the costs and impact of assigning a name to the property.
 - k) The Town Manager will submit up to three shortlisted names for consideration by Town Council. The submission will include:
 - 1) Rationale for each naming or renaming option, with relevance to the property;
 - 2) Any special considerations or due diligence undertaken in evaluating the name, possibly including documented support from relevant stakeholders;
 - 3) Any cost or other implications of assigning a name;
 - 4) A map or illustration, including the address of the Town property; and
 - 5) Recommendation of preferred name, or recommendation to not assign a name.
 - l) If a naming proposal was initiated by an external individual or organization, the Town shall notify the applicant about each step in the public process, including the decision of Council.

- m) The GIS division will be notified of the decision, as well as other Town divisions responsible for maintain addressing, mapping and signage, to facilitate updates.
- n) When a name has been changed, website information, signage and publications will be changed to reflect the official name, if they previously existed. New naming may be reflected in new signage, according to the Town of Banff Brand Guidelines.

7.0 SPONSORSHIP

7.1 Sponsorship Responsibilities:

- a) Sponsorship agreements with a value to the Town greater than \$250,000 are subject to Town Council approval.
- b) Sponsorship agreements shall require the signature by an authorized representative(s) of the sponsor, and the Town Manager or designate, as determined by the value of the sponsorship contribution and the corresponding Purchasing Authorization outlined in the Town of Banff C4002 Purchasing Policy.
- c) Sponsorships estimated to have a contribution to the Town exceeding \$50,000 shall involve the directors of Corporate Services and Communications to support the valuation based on market research, conducted on behalf of the Town of Banff.
- d) The directors of Corporate Services and Communications will prepare semi-annual confidential reporting to Council, if required, outlining any requests from third parties for sponsoring Town properties, such as events, programs and services.
- e) The Town Manager or designate will prepare an annual report of upcoming strategies for seeking sponsorship, if applicable, and information about sponsorship agreements finalized during the previous year.
- f) The director of Communications will be consulted on sponsorship opportunities, to help evaluate the impact on the reputation of the Town of Banff.
- g) Directors of sponsored property are responsible for ensuring compliance with sponsorship agreements.
- h) Directors are responsible for ensuring staff understand the requirements of this policy and that they are provided with appropriate guidance and training related to sponsorship procedures.

7.2 Sponsorship Principles:

- a) Sponsorship of certain Town properties – including some events, programs and facilities – may be considered if:
 - 1) the third party's operations and interests align with Banff Town Council's priorities, Banff National Park interests, the Town's policies and programs, and the community's values;
 - 2) the third party has a positive public image, reflects a high level of integrity; and
 - 3) the third party's purchasing practices embed environmental and ethical criteria into their own operations.
- b) Sponsorship may be considered if there is no risk to the Town's reputation, and the association could be mutually beneficial.
- c) The Town will seek optimal revenue or in-kind benefit from any potential sponsors based on market conditions.
- d) Sponsorships are intended to supplement Town revenue and to *enhance or create* Town activities or properties.

- e) Sponsorship revenue will be designated to a specific purpose in the Town's operations related to the sponsored property. For example, a sponsorship of an event shall generate revenue for use to enhance that event, and sponsorship of a room in a facility would generate revenue to be applied to the operations of that facility or programs therein.
- f) The Town of Banff will maintain its corporate name on those properties – facilities, programs, events – where the property makes an ongoing significant contribution to the community. Clear and permanent identification of the Town will be displayed in adherence to branding guidelines established by the Town.
- g) The Town shall not relinquish to a sponsor any aspect of the Town's ownership and control of the Town's property – such as an event, program, asset or facility.
- h) The Town will be vigilant in avoiding real or perceived conflict of interest in considering any sponsorship opportunity.
- i) In a program sponsorship, the operations of a sponsor organization must be consistent with the purpose of the program.
- j) Benefits to the sponsor are limited to those expressly stated in the sponsorship agreement.
- k) There shall be no actual or implied obligation to the Town of Banff to purchase the product or services of the sponsor, or any advantage in tender processes.
- l) A sponsor will never be granted access to any personal, business or other confidential or private information held and protected by the Town of Banff.
- m) The Town does not endorse the products, services, or ideas of any sponsor.
- n) Sponsors are prohibited from implying that their products, services or offerings are endorsed or sanctioned by the Town of Banff.
- o) A sponsorship agreement shall not create a financial expenditure or undue staff/ resource commitment for the Town of Banff, nor shall any staff resources be committed beyond any obligation identified in the agreement.

7.3 Sponsorship Requirements:

- a) The Town shall only enter into agreements with sponsors that align to the Town's priorities and policies.
- b) Sponsorship and the profile of the third party shall not detract from the character, integrity, aesthetic quality, operational quality, environmental responsibility, or safety of the Town property being sponsored, or interfere with its enjoyment or use.
- c) All sponsorship agreements must be arranged for a fixed term.
- d) The sponsorship must not confer a personal benefit, directly or indirectly, to any particular Town employee or official.
- e) The sponsorship must not interfere with existing contractual obligations.
- f) Sponsorships shall NOT be advanced for consideration from third-parties (businesses, organizations or individuals) that, in the discretion of the Town Manager, are inappropriate associations for the municipality in that their products or business activities do not align with the Town of Banff values or Banff National Park interests. Examples of inappropriate sponsorships would include organizations that:
 - Promote the use of tobacco, vaping or e-cigarettes, cannabis, drugs, alcohol, firearms or hunting;
 - Promote religious or political messaging specific to any group or faction;
 - Cause significant environmental harm;

- Convey anything that is derogatory, prejudicial, harmful, hateful to or intolerant of any specific group or individual;
 - Promote pornography;
 - Are disqualified from doing business with the Town of Banff due to previously established reasons;
 - Have a negative public reputation or controversial public profile;
 - Convey negative representation of the Town of Banff or Banff National Park; or
 - Could create fiscal hardship for the Town and/or its residents.
- g) The Town will NOT consider sponsorship opportunities for certain Town properties, due to their reputational, historical, operational or geographical significance to the Town.
- h) Requests for sponsorship from third-party organizations may be declined without requirement of explanation beyond the requirements stated in the policy.
- i) The Town reserves the right to terminate an existing sponsorship agreement should any of the following occur:
- The sponsor organization uses the Town's name outside the parameters of the sponsorship agreement, without prior consent;
 - The sponsor organization develops a public image inappropriate to the National Park's interests or the Town's values, policies, interests or objectives; or
 - The sponsor organization or executive leadership has engaged in unlawful actions.
- j) All sponsorship relationships shall be confirmed in writing by contract or agreement.
- k) All sponsorships (including sponsorship components associated with signage, branding, publicity, advertising) shall adhere to all applicable Town of Banff bylaws and policies and all applicable provincial and federal legislation.
- l) Benefits to the sponsor are to be commensurate with the size and scope of the sponsorship. It is the responsibility of the recipient department/division to determine the appropriate level or manner of benefits in negotiations, in compliance with Town bylaws, policies and regulations.
- m) Benefit to a sponsor may take different forms, based on each individual case and its impact on supporting a community benefit, balanced by the scope of the profile it may achieve through association with the Town.

7.4 **Sponsorship Protocol:**

- a) Sponsorship of Town property shall follow requirements in this Policy.
- b) The Town of Banff may solicit sponsorships, evaluate unsolicited sponsorship opportunities, and enter negotiations with approved third parties, for mutual benefit.
- c) For proposals where the Town initiates sponsorship opportunities, the director(s) overseeing the relevant property(ies) must approve the concept before potential sponsors are approached.
- d) The Town is not required to seek competing sponsorship proposals when a sponsorship opportunity is initiated by a third party or by the Town. There is no advantage to competitive procurement.

- e) Although there is no obligation for the Town to test the market for competing proposals, the Town is permitted to explore several prospective sponsors when circumstances warrant, in order to secure the best value and best association for the Town.
- f) The Town will evaluate sponsorship opportunities as a revenue generating strategy that balances the financial or in-kind benefit received with the sharing of the Town's reputation and role as steward of public assets and interests.
- g) All sponsorship agreements shall be negotiated in good faith and represent the Town of Banff in a professional manner.
- h) The Town does not have an obligation to accept any sponsorship requests received.
- i) The department receiving or seeking a sponsorship opportunity shall conduct a risk/benefit assessment of the opportunity. This assessment shall include, but not be limited to:
 - 1) Completion of market research and valuation for the proposed Sponsorship to maximize revenue for the Town, (except in cases of sponsorship of a Town service, program, event and/or activity with a proposed sponsorship contribution below \$50,000, in which cases valuation is not required);
 - 2) Evaluation of the sponsorship proposal against this Policy's principles and requirements;
 - 3) Consultation with the leaders of affected Town departments;
 - 4) Consultation with Corporate Services, Finance division, on any tax implications of the proposed sponsorship to ensure that existing financial management policies are followed; and
 - 5) Consultation with directly and significantly affected stakeholder groups, if any.
- j) If a sponsorship opportunity is offered and declined by the Town, the proponent shall be advised in writing. The Town is not required to supply an explanation beyond referring to requirements stated in this policy.
- k) All sponsorship relationships must have a written agreement or contract.
- l) Sponsorship agreements shall, as a minimum, include:
 - 1) the sponsorship type and value of contribution – real or estimated in-kind market value – to be received by the Town of Banff;
 - 2) terms of payment of contribution to the Town;
 - 3) the term (duration) of the agreement;
 - 4) a waiver from liability and an indemnity clause for damages or losses incurred by the Town;
 - 5) the benefits to be received by the sponsor in return (e.g. logos and signage, promotional opportunities, form of recognition, etc.);
 - 6) responsibilities of the respective parties (e.g. installation and maintenance, permits, insurance, removal from and remediation to the site, etc.);
 - 7) a statement acknowledging that the sponsorship may be subject to provisions of Alberta's Freedom of Information and Protection of Privacy Act;
 - 8) an exit clause, conditions for termination and the remedies available upon cancellation;
 - 9) a statement that all parties are aware of, and agree to comply with, the provisions of this policy; and
 - 10) be signed by an authorized representative(s) of both the Town of Banff and the sponsor. Signing authority for the Town of Banff is determined by the value of the sponsorship contribution and the corresponding Purchasing Authorization outlined in the Town of Banff C4002 Purchasing Policy.

- m) All sponsorships with an estimated value over \$50,000 require advice of Legal Counsel regarding appropriate terms and conditions.
- n) Charitable tax receipts shall be issued only in accordance with the Income Tax Act and the policies of the Canada Revenue Agency.
- o) New opportunities for sponsorships of significant value (exceeding \$250,000) will be brought to Town Council for consideration through the year, as they arise.
- p) The Town may, without prior Council approval, approve and enter into agreements where:
 - 1) the total value of the sponsorship does not exceed \$250,000 in total contribution;
 - 2) the sponsorship complies with this policy.
- q) The Town Manager shall inform Council about sponsorship agreements in advance of any public notification or public profile of the sponsor.
- r) Town departments and their divisions are encouraged to bring *recurring* sponsorships to Town Council for consideration in the service review budget process.
- s) Consideration by Town Council of significant sponsorship opportunities will be conducted in-camera, as required by the Freedom of Information and Protection of Privacy Act, Section 16 (1), where disclosure would be harmful to the business interests of a third party.
- t) Use of the Town's logo in combination with the sponsor logos will be in keeping with the Town's Brand Guidelines.
- u) Semi-annually, if required, Council shall receive a confidential report of any requests from third-parties to sponsor Town properties such as events, programs or services. Council will be provided a confidential report of any third-party sponsorship requests that were declined due to requirements in Section 7.3.
- v) Annually, Council will be provided an annual report of upcoming strategies for seeking sponsorship, if applicable, and information about sponsorship agreements finalized during the previous year.

8.0 RELATED POLICIES AND ADMINISTRATIVE DOCUMENTS

- Addressing Bylaw
- Streets and Public Place Use Bylaw
- Land Use Bylaw
- Banff Community Plan
- Purchasing Policy
- Public Use of Municipal Facilities Policy
- Communications Policy
- Recreation Facilities Advertising Administrative Policy

This policy shall be in effect on the date it is approved by resolution of Council.

 On Original
 Karen Sorensen
 Mayor

 On Original
 Kelly Gibson
 Town Manager

APPROVAL HISTORY

Policy C1009	Naming & Sponsorship Policy	Proposed to replace both, below:	2020.09.08	COU20-231
Policy C120	Sponsorship Policy	Approved:	2012.04.10	COU12-80
Policy C013	Naming Parks & Recreation Facilities	Revised:	1991.11.25	COU91-1048