

## Sponsorship, Naming Rights & Advertising Policy

<b>Date</b>	January 27, 2021
<b>To</b>	Mayor Masters and City Councillors
<b>From</b>	Executive Committee
<b>Service Area</b>	Citizen Experience, Innovation & Performance
<b>Item #</b>	CR21-8

### RECOMMENDATION

---

That City Council:

1. Approve the Sponsorship, Naming Rights & Advertising Policy as outlined in Appendix A of this report at its meeting on January 27, 2021.
2. Direct Administration to bring an information report to the Executive Committee in the Q4 2021 to provide an update on the implementation of the Policy.
3. Insert an item 4.3.3.8 into the policy to read as follows: “whose business is principally derived from the sale or production of fossil fuels.”
4. Remove item 4.2.1.6 from the policy and replace it with: “The city will not solicit nor accept sponsorship or advertising from any political party or political candidate.”
5. Remove the wording “\$15,000 or more in value” noted under item 5.1.6.2 from the policy.

### HISTORY

---

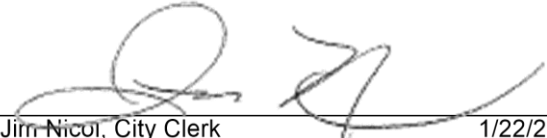
At the January 20, 2021 meeting of the Executive Committee, the Committee considered the attached EX21-5 report from the Citizen Experience, Innovation & Performance Division.

The Committee adopted a resolution to concur in the recommendations contained in the report after adding the following recommendations:

3. Insert an item 4.3.3.8 into the policy to read as follows: “whose business is principally derived from the sale or production of fossil fuels.”
4. Remove item 4.2.1.6 from the policy and replace it with: “The city will not solicit nor accept sponsorship or advertising from any political party or political candidate.”
5. Remove the wording “\$15,000 or more in value” noted under item 5.1.6.2 from the policy.

Respectfully submitted,

EXECUTIVE COMMITTEE

  
Jim Nicol, City Clerk 1/22/2021

**ATTACHMENTS**

EX21-5 - Sponsorship & Naming Rights Policy  
Appendix A Council Policy Sponsorship Naming Rights Advertising