Title:	Sponsorship Policy
Policy No:	2026-01
Approval:	Village Council
Effective Date:	
Supersedes Policy No:	None
Amendments:	

Policy Statement: The Village recognizes the value of sponsorships and advertising partnerships in supporting municipal facilities, programs, services, and community events. Sponsorship opportunities provide a means to enhance recreational, cultural, and community initiatives while fostering positive relationships with local businesses and organizations.

The Village is committed to ensuring that all sponsorships and advertising are consistent with community values, maintain the integrity of municipal assets, and are administered in a fair, transparent, and fiscally responsible manner. Sponsorships shall not compromise the Village's decision-making authority, operational independence, or public trust.

This Policy establishes the framework under which sponsorships and advertising may be accepted, managed, and displayed, and ensures that associated risks related to liability, aesthetics, and reputation are appropriately addressed.

Purpose: The purpose of this Policy is to establish clear, consistent, and transparent guidelines for the acceptance, administration, and management of sponsorships and advertising within the Village. Sponsorships are intended to support municipal programs, facilities, events, and infrastructure while maintaining the Village's values, community standards, and operational integrity.

Objectives:
The objectives of this Policy are to:

- Encourage community and business partnerships that provide financial or in-kind support to municipal facilities, programs, and events
- Ensure sponsorships align with the Village's values and community character
- Provide consistency, fairness, and transparency in sponsorship decisions
- Protect the Village from financial, legal, reputational, and operational risk
- Clarify roles, responsibilities, and expectations of sponsors and the Village

Scope: This Policy applies to all sponsorships and advertising opportunities associated with:

- Municipal facilities (e.g., arenas, parks, community halls, recreational areas)
- Municipal events and programs
- Municipal assets and infrastructure where advertising or recognition is proposed

This Policy does **not** apply to statutory advertising required by legislation or Council-approved naming rights agreements, unless specifically referenced.

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1. Definitions

- **Sponsorship:** A financial or in-kind contribution provided by an individual, organization, or business in exchange for recognition or advertising opportunities.
- **Sponsor:** Any individual, organization, or business providing sponsorship.
- **Advertising:** The display of logos, signage, branding, or messages promoting a sponsor.
- **In-Kind Contribution:** Goods or services provided in place of cash (e.g., signage production, materials, labour).

2. Authority

- Council has final authority to approve sponsorships unless delegated to Administration by resolution.
- Administration may approve minor or routine sponsorships within limits established by Council.

3. Eligible Sponsorship Types

Sponsorships may include, but are not limited to:

- Facility signage or board advertising
- Event sponsorship
- Program sponsorship
- In-kind contributions supporting municipal services or infrastructure

4 Sponsorship Criteria

Sponsorships will be evaluated based on:

- Alignment with Village values and community standards
- Benefit to the community
- Financial or operational value to the Village
- Compatibility with the intended location or event
- Duration and stability of sponsorship revenue
- Compliance with this Policy and all applicable legislation

5. Ineligible Sponsorships

The Village will not accept sponsorships from entities or activities that:

- Conflict with municipal bylaws, policies, or legislation
- Promote discrimination, hate, violence, or illegal activities
- Are political or religious in nature
- Present a reputational risk to the Village
- Conflict with public health, safety, or environmental objectives

Council retains discretion to decline any sponsorship at its sole discretion.

6. Sponsorship Agreements

All sponsorships must be governed by a written agreement approved by Administration and, where required, Council. Agreements shall include, at minimum:

- Sponsorship term and value
- Description and location of recognition or advertising
- Responsibilities of the sponsor and the Village
- Payment schedule or description of in-kind contributions
- Insurance and indemnification requirements (where applicable)
- Termination provisions

7. Signage and Branding Standards

- All sponsorship signage, logos, and artwork must be approved by the Village prior to installation.
- Signage must be professional, tasteful, and consistent with community aesthetics.
- The Village reserves the right to determine size, placement, materials, and installation methods.

8. Installation, Maintenance, and Replacement

- Unless otherwise approved, all costs related to signage production, installation, maintenance, and replacement are the responsibility of the sponsor.
- The Village is **not responsible** for vandalism, theft, weather damage, fading, or deterioration of sponsorship signage.
- In the event of damage or vandalism, the sponsor is responsible for repair or replacement at their sole cost.

9. Liability and Indemnification

Sponsors shall indemnify and hold harmless the Village, its Council, employees, and agents from any claims, damages, or liabilities arising from the sponsorship, signage, or associated activities.

10. Insurance

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Where deemed necessary by the Village, sponsors may be required to provide proof of insurance naming the Village as an additional insured.

11. Termination

The Village may terminate a sponsorship agreement with written notice if:

- The sponsor breaches the agreement or this Policy
- The sponsorship becomes inconsistent with community standards or municipal policies
- Signage is unsafe, inappropriate, or detrimental to the Village's reputation

Termination does not obligate the Village to refund sponsorship fees unless expressly stated in the agreement.

12. No Exclusivity

Unless expressly approved by Council, sponsorships do not grant exclusive advertising or sponsorship rights within the Village.

13. Policy Review

This Policy shall be reviewed by Administration and Council as required to ensure continued relevance and effectiveness.

14. Effective Date

This Policy shall take effect on the date of Council approval.

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