

District of West Vancouver
POLICY

Title: Sponsorships, Partnerships and Naming Rights
Division: Parks, Culture & Community Services
Policy Number: 0061
File Number: 0282-20-0061

1. Purpose

- 1.1. The purpose of this policy is to articulate a clear District-wide sponsorship, partnership and naming rights policy that:
 - (a) aligns with the District's programs and services;
 - (b) provides guidelines which facilitate and support opportunities for sponsorships, partnerships, and naming rights; and
 - (c) creates a systematic approach to soliciting, managing, and reporting on sponsorships, partnerships, and naming rights.

2. Scope

- 2.1. All District properties and assets are subject to this policy with the exception of the West Vancouver Memorial Library and the West Vancouver Police Department.
- 2.2. All sponsorships, partnerships and naming right agreements must be approved by the District. Sponsorship and partnership agreements of \$75,000 and over require Council approval. Naming right agreements require Council approval. All other agreements require approval by the appropriate director or by a manager delegated by the director of the division, unless Council has delegated approval authority to another body.
- 2.3. This policy shall apply to all District divisions and to those agencies, boards and societies which are subject to the policies of Council by requiring them to adopt policies which are consistent with this policy.
- 2.4. This policy does not apply to internal sponsorships and partnerships between District divisions and agencies, boards and societies.
- 2.5. This policy applies to naming rights agreements; it does not apply to commemorative naming. Commemorative naming will be considered on a case by case basis by Council.
- 2.6. Grants obtained from other orders of government are exempt from this policy.
- 2.7. This policy does not apply to District sponsorship support of external projects where the District provides funds to an outside organization.
- 2.8. This policy does not apply to donations, which are addressed under the District's Donation Policy.

3. Definitions

- 3.1. **“Advertising”** means the sale or lease of advertising or signage space on District-owned property or in District publications, including the District’s websites. Unlike sponsorship, it involves the use of public advertising contracted at a predetermined rate for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any benefit beyond access to the space.
- 3.2. **“Agreement”** means a legally binding document setting out terms of the sponsorship, partnership or naming rights agreement between the sponsor or partner and the District.
- 3.3. **“Commemorative Naming”** means the naming of an asset to recognize a significant individual whose contribution to the community is deemed worthy of commemoration, and where there is not necessarily financial consideration.
- 3.4. **“District”** means the Corporation of the District of West Vancouver.
- 3.5. **“Donation”** means money, goods, services, or other consideration given to the District with no expectation of reciprocal provision of goods or services to the donor, other than recognition mutually determined. Donations do not constitute a business relationship since no reciprocal consideration exists.
- 3.6. **“Naming Rights”** means the naming of a District asset (building, room, park, trail, street, field, etc.) to recognize the significant financial support of a donor or partner.
- 3.7. **“Partnership”** is a collaborative relationship between the District and an organization or business wherein the resources of the District and a partner are combined to enhance the quality and relevance of services provided by the District or the partner organization.
- 3.8. **“Select Committees”, “Standing Committees”, and the “Seniors’ Activity Centre Advisory Board”** are groups formed by the District to provide citizen input or expert advice, and organizations formed within the community that represent certain interests, geographic areas, special projects or certain activities.
- 3.9. **“Sponsorship”** is a business arrangement whereby, in return for valuable consideration, the sponsor becomes entitled to naming rights, advertising, or other promotional opportunities or commercial or marketing advantages involving District facilities, publications (including some of the District websites), temporary signage on District lands (including park lands), or signage or other acknowledgement at District events, as defined in each case by a sponsorship agreement.

4. Policy Statement

- 4.1.** The District's Sponsorships, Partnerships and Naming Rights Policy provides an opportunity for individuals, families, businesses and services organizations to support and celebrate community through financial or in-kind support. It enables staff to clearly lay out opportunities for giving and to match the goodwill of residents with priorities of the District.
- 4.2.** The District seeks to support revenue generation from naming opportunities, other forms of sponsorship (such as event sponsorship) and partnership agreements where these directly benefit the community. Revenue generation must offer significant arts, culture, heritage, health, environment, education and/or wellness benefits and/or social value for citizens.
- 4.3.** The District seeks to balance public and private interests, encouraging philanthropic giving and community involvement and support, while acknowledging public investments and guarding against over exposure of commercialization in the public realm.
- 4.4.** Funding generated from sponsorships, partnerships and naming rights may only be accepted to support Council-approved initiatives. The proposed recognition should be in good taste and in keeping with District standards and ensures protection against claims that are false or misleading. The District's values, reputation and integrity must not be impugned through association with the proposed sponsor, partner or named individual. Consideration of these criteria will play a primary role in the evaluation of any proposed sponsorship, partnership or naming rights proposal.
- 4.5.** Sponsorships, partnerships and naming rights must not unduly detract from the character, integrity, aesthetic quality or safety of any District property or unreasonably interfere with its enjoyment or use.
- 4.6.** Sponsorships, partnerships and naming rights will be sought from individuals, families, businesses and service organizations which are in good standing and have appropriate and compatible corporate policies and values to those of the District.
- 4.7.** Preference will be given to those businesses and service organizations that have a local business presence or individuals and families that want to support or provide a legacy to the community.

5. Related Policies or Procedures

- 5.1.** Donations to the District Policy 0125
- 5.2.** Purchasing Policy 02-30-359
- 5.3.** Sponsorships, Partnerships and Naming Rights Procedure 0187

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6. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2025/05/12	
Council minutes eDocs # (Council Policies only)	5821637	
Council report eDocs # (Council Policies only)	5797339	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

7. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input checked="" type="checkbox"/> Yes (0282-20-0187)	<input type="checkbox"/> No
Date of last review	2025	