



## **Sponsorship & Sponsorship Naming Rights Policy**

*The below is for information only. Minutes contain the official record of Board decisions.*

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*Final motion as amended:*

- A. THAT the Vancouver Park Board rescind the 2007 Naming Rights Policy, Park Board Community Facilities (the “2007 Naming Rights Policy”), attached as Appendix A to this report, and the 1995 Sponsorship Guidelines, (the “1995 Sponsorship Guidelines”), attached as Appendix B to this report. Also, that the Park Board approve the Sponsorship and Sponsorship Naming Rights Policy (the “2025 Sponsorship Policy”), attached as Appendix C to this report.
- B. THAT the Vancouver Park Board direct staff to implement the 2025 Sponsorship Policy, that is contained in Appendix C of this report, with the amendment to policy statement 1.3 to reduce the delegated authority value to \$250,000.
- C. THAT subject to Recommendations A and B, the Park Board delegate standing authority: (1) to the Park Board General Manager to, in accordance with the 2025 Sponsorship and Sponsorship Naming Rights Policy, to negotiate agreements in which the Park Board agrees to grant Sponsorship to commercial parties with a value of up to \$250,000; and (2) for execution of such agreements, jointly to the Park Board General Manager and the City Solicitor
- D. THAT the Park Board delegate standing authority to the Park Board General Manager to, in accordance with the 2025 Sponsorship Policy, designate a staff member to negotiate, and execute agreements in which the Park Board agrees to grant Sponsorship rights for amounts less than \$50,000.
- E. THAT section 6.2 be amended to read:

The Park Board will consult Community Centre Associations, key partners and rights holders on aspects of sponsorship and sponsorship naming initiatives that could have an impact on their operations.