



SPONSORSHIP & SPONSORSHIP NAMING RIGHTS POLICY

Park Board Committee Meeting
Monday, January 20, 2025



PURPOSE/OBJECTIVES

- Present rationale for the new 2025 Sponsorship and Sponsorship Naming Rights Policy
- Review the notable differences between the new policy, and the two existing policies that are recommended to be rescinded
- Seek Board approval for the new policy



BOARD AUTHORITY

- Per the Vancouver Charter, the Park Board has exclusive jurisdiction and control over park land use in the City of Vancouver, including any structures, programs, activities, fees, and improvements within parks
- Approves the use of all lands and assets under its jurisdiction on such terms as the Park Board may decide



PREVIOUS DECISIONS

- 1995 – Board adopted Sponsorship Guidelines
- 2007 – Board approved Naming Rights Policy
- 2020 – VanPlay Framework
- 2023 – Board approved the Think Big Action Plan; key initiative included pursuing sponsorship across Park Board facilities, events and other assets



CONTEXT & BACKGROUND

- “Think Big” Revenue Strategy directed staff to prioritize and pursue opportunities for increased revenue generation to support parks and recreation system improvements while lowering the burden on taxpayers
- Staff are actively advancing one of the key opportunities related to sponsorship





CONTEXT & BACKGROUND

- Naming Rights Policy and Sponsorship Guidelines approved in 2007 and 1995, respectively
- Policies are outdated, lack alignment with industry practices, and differ considerably from the City's new policy
- Dated and misaligned policies will restrict revenue opportunities and inhibit collaboration between the Park Board and City



OVERVIEW OF EXISTING POLICIES

- **2007 Naming Rights Policy:**
 - Allows limited corporate naming
 - Limits potential eligible assets
 - Requires lengthy/complex approvals
 - More restrictive than other municipalities
 - Restricts overall revenue potential
- **1995 Sponsorship Guidelines:**
 - Limited scope of programs and assets
 - Subject to Park Board Procurement Policy (this report proposes a separate standalone policy and process)



CORPORATE SPONSORSHIP GUIDELINES
VANCOUVER BOARD OF PARKS AND RECREATION
June 1995

- 1. Definition of Corporate Sponsorship**
 - 1) Corporate Sponsorship gives ongoing recognition through public awareness for a defined period of time.
 - 2) The chosen company is the exclusive provider of goods and/or services to Park Board facilities/activities as defined in an agreement.
 - 3) The company has exclusive marketing rights to promote their involvement with the Board's facilities as approved by the Board.
- 2. Board Goals, Objectives and Policies**

Corporate involvement must support the goals of the Board and there will be no loss of Park Board Corporate Sponsorship.
- 3. All agreements require Board approval**

All corporate sponsorship and advertising agreements must be approved by the Board on an individual basis and these agreements must be presented at a Board meeting.
- 4. Opportunities must be offered equitably**

The consultant must offer sponsorship opportunities in any particular product or service category on an equitable basis.

Volunteer Associations

- 1) The Board will consult with community partners on aspects of sponsorship programs that affect their operations.
- 2) The Board agrees to consider a sponsorship program if it in no way jeopardizes the Board's primary objectives.
- 3) There will be no aspect of a corporate sponsorship program without the express approval of the community centre association board. Such approvals must be given within 30 days of notification by Park Board staff.
- 4) Corporate gifts and donations to community centres are unaffected by the corporate sponsorship guidelines.

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Vancouver Board of Parks and Recreation
Naming Rights Policy,
Park Board Community Facilities

1. Preamble

Naming Rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration. Commemorative Naming refers to the naming of a property in honour of outstanding achievement, distinctive service, or significant community contribution.

This policy is intended to cover Naming Rights for Park Board Community Facilities. A companion policy, Commemorative Naming Policy, Park Board Community Facilities covers requests to name Park Board Community Facilities as an honour and generally without financial consideration.

2. Purpose

- 2.1. The purpose of this Policy is to provide clear guidance regarding Naming Rights for Park Board Community Facilities. The goal is to provide a consistent evaluation framework and approval process when considering Naming Proposals for Park Board Community Facilities.
- 2.2. This Policy is intended to balance public and private interests by encouraging philanthropic giving while acknowledging public investment in, and ownership of Park Board Community Facilities as well as the public realm; and to encourage continued investment in these facilities for the benefit of the citizens of Vancouver for generations to come.

3. Scope

For other policies related to Naming, see Section 4.

- 3.1. This Policy applies to all Park Board Community Facilities (see Definitions in Section 5), including Interior and Exterior Building Components, including those facilities operated directly by the Park Board, and those operated by Non-profit Tenants.

HIGHLIGHTS OF NEW POLICY



- New policy designed to enable greater revenue potential from sponsorship, while ensuring appropriate governance, ethical standards, and transparency

- Key features:
 - Expanded scope – applies to a broader range of Park Board programs and assets
 - Ethical standards – establishes robust ethical standards; ensures partnerships align with the Park Board’s brand and reputation
 - Revenue allocation – formalizes the use of revenue; prioritizes allocation of funds:
 - a) fulfill the terms of the sponsorship and sponsorship naming rights agreements;
 - b) cover the administrative costs for sponsorship management, and
 - c) advance other Park Board and City priorities through standard financial planning and budget processes

NEW POLICY HIGHLIGHTS



- Key features (continued):
 - Sponsorship content approval – requires all sponsorship materials, branding, and messaging to be approved by the Park Board General Manager (or delegates)
 - Termination provision – include provisions for termination of agreements
 - Delegation of authority – all agreements are subject to approval by the Park Board; however, to enhance timelines and administrative efficiencies, proposed new policy lays out a tiered delegation of authority for approving agreements:
 - Park Board General Manager authorized to approve sponsorship agreements up to \$3 million
 - Park Board General Manager delegate is authorized to approve agreements up to \$50,000
 - Ongoing monitoring and reporting – requires annual reporting on all active sponsorship and sponsorship naming rights agreements on the Park Board’s website

FINANCIAL CONSIDERATIONS

- Proposed new sponsorship policy:
 - Seeks to maximize opportunities to generate incremental non-tax revenue to address the Park Board's growing infrastructure deficit and other Park Board priorities
 - Reduce pressure on property taxes and user fees



OTHER CONSIDERATIONS



- Pursuing sponsorship naming for some assets will be of interest to some stakeholders including Community Centre associations
- Staff will engage with relevant stakeholders, and work with community and partners to align naming rights initiatives, and ensure a clear understanding of sponsorship benefits and value
- Staff may recommend not proceeding with specific initiatives/locations and would seek other opportunities for Board consideration where significant concerns are heard
- Park Board retains final approval authority over all naming rights agreements via the Naming Rights Approval Protocol

OTHER CONSIDERATIONS



- 1995 Sponsorship Guidelines are subject to the Park Board's Procurement Policy and oversight of the Chief Procurement Officer; by removing the application of the Procurement Policy to the proposed policy, sponsorship solicitation process is expected to be quicker, have less administrative burden, and be more in line with industry practices
- Proposed 2025 Sponsorship Policy still requires that a reasonable level of transparency and competition be undertaken and will leverage Procurement Policy best practices where appropriate
- Separately, there is some potential risk if an existing Park Board sponsor were to bid or win a Park Board call for goods or services

CONCLUSION



- Park Board directed staff in 2023 to prioritize and enable opportunities for increased revenue generation; approved the Think Big Action Plan to support this objective
- Current Park Board Naming Rights Policy and Sponsorship Guidelines approved in 2007 and 1995, respectively; now outdated, lack alignment with industry practices, and differ significantly from the City's new policy
- To enhance the Park Board's capacity to generate non-tax revenues from sponsorship and naming rights, this report recommends that the Park Board rescind the existing policies and approve a new 2025 Sponsorship and Sponsorship Naming Rights Policy

CONCLUSION



- Greater alignment with the City's 2024 Sponsorship and Sponsorship Naming Rights Policy will also allow for improved collaboration with the City when appropriate
- Park Board staff have carefully considered the various aspects of these policy changes and are confident that these revisions will better enable staff to achieve the Board's revenue generation objectives; accordingly, staff recommend that the Board approve the recommendations in this report as outlined above

RECOMMENDATIONS



- 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.

RECOMMENDATIONS



- 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 or Sponsorship Naming Rights to commercial parties with a value of up to \$3 million; 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.

