



Report Date: January 10, 2025

VanRIMS No.: 08-3000-30

[Submit comments to the Board](#)

TO: Park Board Chair and Commissioners  
FROM: Director, Business Services  
SUBJECT: Sponsorship & Sponsorship Naming Rights Policy

## 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.
- 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.

## PURPOSE AND SUMMARY

This report recommends that the Vancouver Park Board rescind the 2007 Naming Rights Policy and the 1995 Sponsorship Guidelines, and approve the 2025 Sponsorship and Sponsorship Naming Rights Policy. These changes will introduce much needed updates to the Park Board’s sponsorship and sponsorship naming framework, better align with current industry practices and needs, and enhance the Park Board’s overall capacity to generate incremental revenues from this emerging business area. It will also ensure alignment with the City of Vancouver’s 2024 Sponsorship and Sponsorship Naming Rights Policy, which will better position the Park Board to take advantage of collaborative opportunities with the City of Vancouver, when appropriate, to generate incremental non-tax revenues to address the growing infrastructure deficit and to fund Park Board priorities, while incorporating appropriate governance, ethical standards, alignment with existing policy/strategies, and transparency principles into these processes.

This report outlines the rationale for the new 2025 Sponsorship and Sponsorship Naming Rights Policy, and highlights the notable differences between the new policy and the previous two policies that are recommended to be rescinded.

### **BOARD AUTHORITY / PREVIOUS DECISIONS**

As per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over parkland use in the City of Vancouver (including any structures, programs and activities, fees, and improvements within parks) and approves the use of all lands under its jurisdiction on such terms as the Park Board may decide.

In 1995, the Park Board adopted Sponsorship Guidelines governing corporate participation in programs, services and facilities. Guidelines were also established for the naming of parks.

In 2007, the Park Board approved the 2007 Naming Rights Policy.

On October 19, 2020, the Park Board approved the [VanPlay Framework](#), for Vancouver's [Parks and Recreation Services Master Plan](#). VanPlay sets out priorities and provides tools and policies to support the pursuit of equity, connectivity and access to parks and recreation for all. The Framework provides a succinct method for referencing and implementing VanPlay directions and goals. The policy revisions contemplated in this report support and align with VanPlay Goal 10 (secure adequate and ongoing funding for the repair, renewal and replacement of our aging parks and recreation system).

On January 16, 2023, the Board passed the ["Think Big" Revenue Strategy motion](#) to prioritize and enable opportunities for increased commercial revenues. Subsequently, on July 17, 2023, the Board endorsed the Think Big Action Plan (["Think Big" Revenue Strategy – Report Back: July 6, 2023"](#)), and further validated the preliminary revenue-generating opportunities presented in the Plan, which included pursuing sponsorship across Park Board facilities, events and other assets.

November 2024, City Council approved the [Sponsorship and Naming Rights Policy](#).

### **CONTEXT AND BACKGROUND**

Further to the Park Board's approval of the ["Think Big" Revenue Strategy](#) which directed staff to prioritize and pursue opportunities for increased commercial revenue generation to support parks and recreation system improvements while lowering the burden on taxpayers, staff are now moving to advance one of the key opportunities identified in the Strategy related to sponsorship and donations.

The Park Board approved its existing Naming Rights Policy and Sponsorship Guidelines in 2007 and 1995, respectively. These policies are now outdated, lack alignment with current industry practices and needs, and differ significantly from the City's new Sponsorship and Sponsorship Naming Policy approved by Council in November 2024. The Park Board's dated and misaligned sponsorship and sponsorship naming rights framework will restrict revenue opportunities in this emerging business area and inhibit collaboration, when appropriate, between the Park Board and City.

For the purpose of this Report, the terms below will have the following definitions:

- **Sponsorship.** Corporate sponsorship is a form of marketing in which a payment is made by a commercial entity to the Park Board for the right to be associated with a Park Board service, program or event.

- **Sponsorship Naming Rights.** Naming rights refer to a specific type of relationship in which a commercial entity pays a fee to the Park Board to have their name displayed and associated with a specific Park Board venue, building, event, or public space.
- **Philanthropic donations.** Philanthropic donations are comprised of gifts of money, time, or talent made by individuals or charitable organisations to the Park Board in order to generally support Park Board services, programs and assets, or to support a specific service, program or asset. The Park Board may decide to name or rename a Park Board service, program or asset in recognition of such philanthropic gifts. Philanthropic donations and any associated naming rights fall outside the scope of the proposed 2025 Sponsorship and Sponsorship Naming Rights Policy.
- **Commemorative naming.** Commemorative naming is the practice of giving a Park Board service, program or asset an official name in order to honor or commemorate a person, place, event, or idea. Typically commemorative naming does not involve an exchange of funds. A separate policy for commemorative naming is under development and will be brought forward to Park Board for consideration at a later date.

## DISCUSSION

The Park Board's 2007 Naming Rights Policy allows for limited corporate naming of Park Board buildings that are operated by either the Park Board or a non-profit group. This policy limits the types of potential eligible assets and sponsors, and requires lengthy and complex approval process. It is more restrictive than that of many other municipalities, and thus restricts revenue potential.

The 1995 Sponsorship Guidelines are subject to the Park Board's Procurement Policy. The recommendations of this report reflect current thinking that sponsorship and naming rights agreements do not fit easily within the Park Board's procurement framework or generally accepted market practices, and therefore, propose a separate standalone policy and process.

This report proposes a new Sponsorship and Sponsorship Naming Rights Policy that will enable greater revenue potential from sponsorship and sponsorship naming rights, while at the same time addressing appropriate governance, ethical standards, and transparency. Some of the key features of the proposed new policy are summarized below.

### 1. Expanded scope

The proposed new policy applies to a broader range of Park Board-operated programs and assets – including real property, services, publications, vehicles, and digital platforms – to maximize revenue generation opportunities.

### 2. Ethical standards

The proposed new policy establishes robust ethical standards by prohibiting partnerships with organizations involved in ongoing litigation, organizations promoting religious messaging, political parties, or those promoting divisive messages. These standards help ensure that partnerships established through sponsorship and naming rights align with the Park Board's brand and reputation.

### **3. Revenue allocation**

The proposed new policy formalizes the use of revenue, prioritizing allocation of funds to:

- i. fulfill the terms of the sponsorship and sponsorship naming rights agreements;
- ii. cover the administrative costs for sponsorship management; and
- iii. advance other Park Board and City priorities through standard financial planning and budget processes.

This ensures that sponsorship and sponsorship naming rights revenue is deployed in a consistent, effective and transparent way.

### **4. Approval of sponsorship content**

The proposed new policy articulates the Park Board's oversight role, and requires that all sponsorship creative materials, branding, and messaging be approved by the Park Board General Manager (or delegates) – ensuring that sponsors' public-facing materials are consistent with the Park Board's brand and policies. It is noted that such oversight is not as broadly addressed within the current guidelines framework.

### **5. Provisions for termination**

The proposed new policy states that all sponsorship and sponsorship naming rights agreements must include provisions for termination (e.g. in the event a sponsor breaches the agreement, or if the sponsor takes any action that negatively impacts the Park Board's brand or reputation). Sponsorship and naming agreements must comply with all applicable laws, including privacy and advertising regulations. These terms are not explicitly addressed in the current policy framework.

### **6. Delegations of authority**

Under the proposed policy, all agreements that involve sponsorship naming rights are subject to approval by the Park Board. However, in order to enhance timelines and administrative efficiencies, the proposed new policy lays out a tiered delegation of authority for approving sponsorship agreements. The Park Board General Manager will be authorized to approve sponsorship agreements up to \$3 million, and a Park Board General Manager delegate is authorized to approve agreements up to \$50,000.

### **7. Ongoing monitoring and reporting**

The proposed new policy requires annual reporting on all active sponsorship and sponsorship naming rights agreements on the Park Board's website.

## **FINANCIAL CONSIDERATIONS**

The proposed Sponsorship and Sponsorship Naming Rights Policy is intended to maximize opportunities to generate incremental non-tax revenue to address the Park Board's growing infrastructure deficit and other Park Board priorities, thereby reducing pressure on property taxes and user fees.

## **OTHER CONSIDERATIONS**

While not explicitly stated, the 1995 Sponsorship Guidelines were subject to the Park Board's Procurement Policy and the oversight of the Chief Procurement Officer. By electing to remove the application of the Procurement Policy to the 2025 Sponsorship Policy, the sponsorship solicitation

process is expected to be quicker, have less administrative burden, and be more in line with industry practices.

Although the 2025 Sponsorship Policy does not require the competitive and transparent process set out under the Procurement Policy, it does require 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 of perceived or actual bias, reputational risk, or legal risk if an existing Park Board sponsor were to bid or win a Park Board call for goods or services. Unfortunately, it is difficult to quantify this potential risk as there have been no documented past precedents.

### **CONCLUSION AND NEXT STEPS**

The Park Board directed staff in 2023 to prioritize and enable opportunities for increased revenue generation to support investments in Vancouver's parks and recreation system and to reduce the burden on taxpayers. To achieve these goals, the Board approved the Think Big Action Plan and validated the preliminary revenue-generating opportunities presented in the Plan which included pursuing sponsorship in Park Board facilities, events and other assets.

The Park Board approved its existing Naming Rights Policy and Sponsorship Guidelines in 2007 and 1995, respectively. These policies are now outdated, lack alignment with current industry practices and needs, and differ significantly from the City's new Sponsorship and Sponsorship Naming Policy approved by Council in November 2024. In order to enhance the Park Board's capacity to generate non-tax revenues from sponsorship and sponsorship naming rights, this report recommends that the Park Board rescind the 2007 Naming Rights Policy and the 1995 Sponsorship Guidelines, and approve a new 2025 Sponsorship and Sponsorship Naming Rights Policy. Greater alignment with the City's 2024 Sponsorship and Sponsorship Naming Rights Policy will also allow for improved collaboration with the City where 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.

## APPENDIX A

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

*This appendix contains the 2007 Naming Right Policy, Park Board Community Facilities, that is recommended to be rescinded in this Report*

#### 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.
- 3.2. This Policy does not apply to:
  - a) Non-City facilities (eg. BC Place, Scotiabank Dance Centre);
  - b) Non-Park Board facilities which occupy Park Board lands, and where the building is wholly and currently owned by the non-profit tenant;
  - c) Naming of parks (See Section 4); and
  - d) Naming of programs, events, or other kinds of sponsorships.

#### 4. Other Related Naming Policies

- 4.1. Related Civic Naming policies include:
  - a) City of Vancouver: Commemorative Naming Policy;

- b) Vancouver Public Library: Sponsorship Policy and Donor Recognition Guidelines;
- c) City of Vancouver: Street Naming Guidelines; and
- d) Vancouver Park Board: Guidelines for Naming Parks.

## 5. Definitions

- 5.1. **Applicant:** either a department, in the case of Park Board-operated facilities, or a Non-profit Tenant, which makes a formal Proposal to the Park Board to name all or portions of a Park Board Community Facility.
- 5.2. **Approval Agreement:** an agreement between the Park Board and a Non-profit Tenant outlining the terms and conditions of approval in granting Naming Rights.
- 5.3. **Civic Community Facility:** any property, complex, structure, building or portion thereof owned or controlled (e.g. through longterm lease) by the City of Vancouver but excluding properties identified in Section 3.2.
- 5.4. **Commemorative Naming:** Naming Rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative Naming will not be tied to a financial contribution.
- 5.5. **Corporate Naming:** Naming Rights granted to a corporation or a corporate foundation, negotiated for a specific fee.
- 5.6. **Designated Park Board Staff:** for the purpose of administering this Policy, the General Manager will designate a staff person in the relevant Park Board department.
- 5.7. **Exterior Facility Components:** all ancillary structures, and all exterior components of a Park Board Community Facility which are visually accessible from the public realm, including, but not limited to, plazas, courtyards, squares, gardens, lawns, playing fields, playgrounds.
- 5.8. **Individual and Community Organization Naming:** Naming Rights granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy.
- 5.9. **Interior Facility Components:** all substantial interior components of a Park Board Community Facility, including, but not limited to, wings, halls, auditoriums, galleries, lounges, lobbies, and program rooms, etc.
- 5.10. **Logo:** a combination of characters and/or graphics used to identify a company or organization, including a symbol, wordmark, or trademark.
- 5.11. **Market Valuation:** a current assessment of the potential value within the marketplace of the Naming Rights for a specific property.
- 5.12. **Naming Rights Agreement:** a legal contract outlining the terms of the agreement between the Applicant and Naming Entity.
- 5.13. **Naming Entity:** The entity (eg. corporation, community organization or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement.
- 5.14. **Naming Rights:** the right to name or rename a piece of property, or parts of a property granted in exchange for financial considerations.
- 5.15. **Non-profit Tenant:** a Non-profit organization occupying a Park Board Community Facility through an Occupation Agreement.

- 5.16. **Occupation Agreement:** the lease, sublease, licence, sublicense, management and/or operating agreement which grants a Non-profit Tenant the right to use and occupy a Park Board Community Facility or a portion thereof.
- 5.17. **Park Board Facility:** Any Civic Community Facility under the care and custody of the Park Board, including but not limited to community centres, pools, rinks, gardens, conservatories, and tenanted properties.
- 5.18. **Proposal:** the proposal by an Applicant to the Park Board with respect to Naming Rights.
- 5.19. **Public Realm:** Publicly owned streets, sidewalks, rights-of-ways, parks and other publicly accessible or visually accessible open spaces.
- 5.20. **Renaming:** a change of name of a piece of property which already has a name whether geographic, commemorative or historic.
- 5.21. **Request for Reconsideration:** an appeal process available to Applicants where a Park Board designate has made a decision that they wish to appeal to Park Board. A Request for Reconsideration will only be considered where the Applicant can demonstrate that the criteria and/or documentation were not properly evaluated at the time of the initial review.

## 6. General Principles

- 6.1. The granting of Naming Rights is intended to support and promote investment in Park Board Community Facilities that provide important services to citizens.
- 6.2. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities, where these contributions result in significant and direct benefits to the community.
- 6.3. A Naming Rights Agreement may not compromise the Park Board's or a Non-profit Tenant's ability to carry out its functions fully and impartially.
- 6.4. Neither the Park Board nor its Non-profit Tenant may relinquish any aspect of its right to manage and control a Park Board Community Facility through a Naming Rights Agreement.
- 6.5. The granting of Naming Rights will not entitle a Naming Entity to preferential treatment by the Park Board outside of the Naming Rights Agreement.
- 6.6. The approval of Naming Rights is not intended to replace other grant or support programs to Non-profit Tenants.
- 6.7. A Naming Rights Agreement must not conflict with the terms and conditions of any existing Occupation Agreement between the Park Board and a Non-profit Tenant, and/or between the Park Board and a head-landlord.
- 6.8. Established names of facilities contribute significantly to historic continuity, community identity and pride.
- 6.9. Naming Rights recognition will be compatible with the physical attributes of a location.
- 6.10. Naming Rights opportunities are intended to benefit the Applicant in the provision of significant and direct benefits to the community.



- 6.11. The approval of Naming Rights will not result in additional costs for the Park Board, excluding the Park Board's approval process.
- 6.12. The authority to grant Naming Rights rests with Park Board or its designate.
- 6.13. The Park Board will not pursue Naming Rights with respect to a Park Board Community Facility fully occupied by a Non-profit Tenant.
- 6.14. In multi-tenanted buildings, Proposals for Naming Park Board Community Facilities, Exterior Facility Components or common areas will only be considered if all the Tenants support the Proposal and their support is documented to the Park Board's satisfaction.

## 7. Guidelines

- 7.1. The granting of Naming Rights will be considered for the following categories of Park Board Community Facilities, noting approval will be subject to the application process outlined in section 7:

Park Board Facilities	Corporate	Individual
i. New	No	Yes
ii. Renaming	No	Yes
iii. Interior Facility Components	Yes	Yes
iv. Exterior Facility Components	No	Yes

- 7.2. Any Applicant seeking approval of the granting of Naming Rights must first establish an internal Policy related to the sale of Naming Rights which has been approved by its Board of Directors, or in the case of civic departments and Boards, by the City Manager or General Managers of Boards.
- 7.3. Any Non-profit Tenant seeking approval for Naming Rights must have a current signed Occupation Agreement in place with the Park Board, and must be in full compliance with that Agreement, to the satisfaction of the Park Board.
- 7.4. Park Board or its designate shall have the authority to either grant or refuse any Proposal to name Park Board Community Facilities or any portion thereof.
- 7.5. The Park Board will only consider Proposals directly from an Applicant.
- 7.6. The Park Board shall evaluate Corporate Naming Proposals according to the following criteria:
  - a) An assessment of the Proposal against the Applicant's mission, vision and values.
  - b) A Naming Entity's products, services and business practices shall not contradict, to the extent reasonably ascertainable, the mandate, policies or objectives of the Park Board, including the Park Board's Ethical Purchasing Policy.

- c) The Naming Entity's products, services and business practices shall conform to all applicable federal, provincial or municipal statutes, to the extent reasonably ascertainable.
- 7.7. The Park Board shall evaluate Individual and Community Organization Naming Proposals according to the following criteria:
- a) An assessment of the Proposal against the Applicant's mission, vision and values.
  - b) The Naming Entity should have a direct relationship with the Applicant.
  - c) If the Naming Entity is a non-profit community society, the Naming Entity must be a registered charitable society in good standing under the BC Societies Act.
  - d) If the Naming Entity is a non-profit community society, an assessment of the compatibility of the Naming Entity's and Applicant's mission, vision and values.
- 7.8. Logos will not be permitted on any signage relating to Naming Rights save and except for the Applicant's logo.
- 7.9. Signage and acknowledgement associated with Naming Rights must comply with all applicable laws and by-laws, and must be approved in advance by the Park Board.
- 7.10. In addition to signage and acknowledgement associated with Naming Rights that is in accordance with (7.9), an Applicant may include as part of a comprehensive sign package one ancillary exterior sign for the naming or renaming of interior rooms or facility components. The ancillary exterior sign must not contain logos or wordmarks, must comply with all applicable laws and by-laws, and must be agreed upon by the Applicant.
8. Naming of a Park Board Community Facility should include the purpose of the facility (e.g. The XYZ Arena as opposed to The XYZ Centre).
9. Renaming of Park Board Community Facilities must retain and reflect the historic name (e.g. The XYZ Pacific Coliseum as opposed to The XYZ Centre).
- 7.11. All Naming Rights Agreements will be for a fixed term, not to extend beyond the term of the Occupation Agreement.
- 7.12. If a Naming Rights Proposal is approved by Park Board or its designate, an Approval Agreement will be executed between the Park Board and the Non-profit Tenant authorizing the Non-Profit Tenant to grant Naming Rights to the Naming Entity under terms and conditions to the satisfaction of the City's Legal Department.
- 7.13. The Park Board will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.

## **8. Application Process**

- 8.1. For all Naming requests (Park Board Community Facilities, Interior and Exterior Facility Components), the Applicant will provide the Designated Park Board staff with advance written notice of its intention to pursue Naming Rights, along with a copy of the Applicant's Naming Rights Policy which has been approved by the Applicant's Board of Directors, or in the case of a Park Board operated facility, by the General Manager.

- 8.2. Designated Park Board staff will review the Applicant's Naming Rights Policy to determine if it meets the intent of this Policy.
- 8.3. Applicants will make a Proposal and will provide to the Designated Park Board Staff all relevant materials including:
  - a) Capital Campaign plan including case for support, and comprehensive list of naming opportunities;
  - b) Current market valuation of the proposed Naming opportunity completed by an independent fundraising professional;
  - c) Proposed Naming Rights fee;
  - d) Proposed term of Naming Agreement;
  - e) Proposed rights and benefits;
  - f) Demonstrated support from key stakeholders (e.g. members, users, donors);
  - g) Intended use of funds (e.g. capital, endowment, capital reserve plans);
  - h) Draft signage proposal and acknowledgement plan;
  - i) In the case of a multi-Tenanted Park Board Community Facility, letters of support and approval from all other Tenants or occupants of the Park Board Community Facility; and
  - j) Draft Naming Rights Agreement.
- 8.4. Designated Park Board staff will review the Proposal and prepare a report.
- 8.5. For Corporate Naming Proposals for an entire Park Board Community Facility, the Park Board will commission and pay for an independent public opinion survey at the discretion of the General Manager with the consent of the Applicant. Survey wording will be developed in non-binding consultation with the Applicant.
- 8.6. If the Naming request is associated with a heritage building, the Designated Park Board Staff will seek the advice of the City's Heritage Commission.
- 8.7. Naming Proposals for Park Board Community Facilities which comply with this Policy will be reported to Park Board or its designate for consideration and decision.
- 8.8. Naming Proposals for Interior and/or Exterior Facility Components of a Park Board Community Facility which comply with this Policy will be reported to the General Manager for consideration and decision.

## **9. Request for Reconsideration Process**

- 9.1. An Applicant may only submit a Request for Reconsideration if the Applicant can demonstrate that criteria and documentation were not properly assessed at the time of the initial review. It is Park Board's policy not to consider Requests for Reconsideration based on questions of evaluation.

## **10. Roles & Responsibilities**

- 10.1. The General Manager will:
  - i. Designate a Park Board staff person in the appropriate department who will:
    - a) Act as the primary liaison for Naming Rights requests;

- b) Provide information to the Applicant on the interpretation of this Policy;
  - c) Evaluate the extent to which this Policy's guidelines have been met in the Proposal;
  - d) Facilitate timely communication;
  - e) Protect the confidentiality of Naming Rights Agreements to the extent practicably possible;
  - f) Facilitate and pay for an independent public opinion survey when necessary;
  - g) Review all Naming Rights Agreements to ensure that the Park Board's interests are adequately protected;
  - h) Seek advice from the City's Advisory Committees, if appropriate;
  - i) Seek advice from the City's Legal Services Department regarding the proposed Naming Rights Agreement; and
  - j) Report to the City Manager, City Council or its designate as appropriate.
- ii. Maintain a registry of all Occupation Agreements, Naming Rights Agreements, Commemorative Naming Agreements and Approval Agreements.
  - iii. Consider and respond to all requests for Naming of Interior Facility Components and Exterior Facility Components based on this Policy.
- 10.2. Park Board will:
- a) Consider Naming Proposals for Park Board Community Facilities based on this Policy;
  - b) Consider Requests for Reconsideration based on this Policy.
- 10.3. An Applicant will:
- a) Develop a Naming Rights Policy to be approved by its Board of Directors, or in the case of Park Board-operated Community Facilities, by the General Manager;
  - b) Undertake due diligence to ensure all Proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
  - c) Provide the Designated Park Board Staff with the necessary documentation and information as outlined in this Policy;
  - d) Execute a Naming Rights Agreement as outlined in this Policy;
  - e) Execute an Approval Agreement as outlined in this Policy;
  - f) Maintain regular communication with Designated Park Board Staff throughout the process; and
  - g) Assume any costs associated with the Naming of a Park Board Community Facility or any portion thereof, with the exception of a public opinion survey where required.

## **11. Naming Rights Agreement**

- 11.1. Naming Rights Agreements will be in the form of a legal contract between the Applicant and Naming Entity and should contain:

- a) A description of the contractual relationship, specifying the exact nature of the agreement;
  - b) The term of agreement;
  - c) Renewal options, if any;
  - d) Value assessment, including cash, in-kind goods and services (and method of evaluating in-kind contributions);
  - e) Payment schedule;
  - f) Any commissions to be paid, accompanied by a payment schedule;
  - g) Rights and benefits;
  - h) Agreement to remove or cover signage for a limited period and only during an event where the City has a legal obligation to ensure sites are free of corporate signage, (e.g. any Olympic-related event);
  - i) Release, indemnification and early termination clauses;
  - j) Insurance clauses; and
  - k) Confidentiality terms.
- 11.2. All Naming Rights Agreements shall be reviewed to the satisfaction of the City's Director of Legal Services.

## **12. Approval Agreement**

- 12.1. Approval Agreements shall be in the form of a legal contract between the Park Board and a Non-profit Tenant and contain any terms and conditions of Park Board's or its designate's approval in granting Naming Rights, and shall be to the satisfaction of the City's Director of Legal Services.

## APPENDIX B

### CORPORATE SPONSORSHIP GUIDELINES VANCOUVER BOARD OF PARKS AND RECREATION June 1995

*This appendix contains the Park Board's 1995 Sponsorship Guidelines, that are recommended to be rescinded in this Report.*

#### **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, objectives, policies and by-laws of the Board and there will be no loss of Park Board jurisdiction or authority through 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 approvals be made at a public Board meeting.

#### **4. Opportunities must be offered equitably**

The consultant must offer sponsorship opportunities to as many potential sponsors in any particular product or service category as possible, in order to be equitable.

#### **Volunteer Associations**

- 1) The Board will consult with community centre associations and other partners on aspects of sponsorship programs that might have an impact on their operations.
- 2) The Board agrees to consider a sponsorship request from an association if it in no way jeopardizes the Board's program.
- 3) There will be no aspect of a corporate sponsorship program affecting a community centre without the express approval of the relevant community centre association board. Such approval should be discussed within 30 days of notification by Park Board staff.
- 4) Corporate gifts and donations to community centres are outside of and unaffected by the corporate sponsorship program.

#### **5. Signage**

- 1) In terms of corporate sponsorship there will be no freestanding billboards or fixed signs in parks other than readographs at community centres and the latter only with the express approval of the relevant community centre association.

- 2) Any other signage that might form part of a corporate sponsorship agreement will require the Board's approval.

## **6. Environmental Responsibilities**

Our corporate sponsors will meet as a minimum all environmental regulations related to their form of business and will be encouraged, as a matter of contract, to implement environmentally conscious practices.

## **7. Press Release**

No media materials discussing Board decisions will carry commercial corporate recognition of any sort.

## **8. Sponsored Materials**

All sponsored products, materials and services require Board approval, and must meet Board specifications and standards used in the purchase of similar materials.

## **9. Employee Participation**

No employee shall be required to wear clothing with corporate logos or advertising.

## **10. No Alcohol or Tobacco Sponsors**

No agreements are to involve sponsors whose business is substantially derived from the sale of alcohol or tobacco products.

## **11. Minor League Sports Teams**

Neighbourhood sports teams (soccer, softball, etc.) are permitted to be sponsored by local businesses, merchants and these agreements will not form part of any Board sponsorship program.

Corporate recognition on Park Board property, other than uniforms, must be approved by the Board.

## **12. Food and Beverage Sponsors**

A 5% bidding premium will be given to corporate sponsors for food and beverages that meet healthy diet guidelines.

## **13. Evaluation**

There must be an annual accounting of the financial benefits and costs of corporate sponsorship.

## APPENDIX C

### PROPOSED NEW VANCOUVER PARK BOARD SPONSORSHIP AND SPONSORSHIP NAMING RIGHTS POLICY

*This appendix contains the proposed new Vancouver Park Board Sponsorship and Naming Rights Policy, recommended for approval in this Report.*

<b>SUBJECT:</b>	<b>Sponsorship and Sponsorship Naming Rights Policy</b>	
<b>CATEGORY:</b>	<b>Board Policy</b>	<b>POLICY NUMBER:</b> <i>to be assigned</i>

#### PURPOSE

The purpose of this policy is to establish a Sponsorship and Sponsorship Naming Rights Policy framework that optimises non-tax revenue and value-in-kind benefits to support Park Board facilities, infrastructure, programs, and services. Additionally, the policy ensures that all Sponsorship and Sponsorship Naming rights agreements align with the Park Board's brand, image, policies/strategies, and goals.

#### SCOPE

This policy applies to Park Board Assets, funded and produced events, programs, services and facilities. For the avoidance of doubt, this policy does not apply to the following:

- Assets managed by the Vancouver Police Department
- Vancouver Public Library
- General naming of Streets and Parks
- City Hall
- Senior government funding programs
- Neighbourhood groups, service clubs, non-profit community organizations, or agencies that provide continuous support and leadership to Park Board programs, services, or facilities
- Donations or gifts

#### DEFINITIONS

- **Park Board Assets:** Events, programs, physical assets, services and other wholly owned and operated Park Board activities or assets. Examples of other Park Board activities or assets could include, but are not limited to, vehicles, equipment, publications, websites and digital applications, buildings, plazas and other Park Board-owned or operated real property.
- **Event:** An activity planned for a specific purpose.



- **Programs:** A set of initiatives, events or actions that collectively are planned for a specific purpose.
- **Sponsorship Naming Rights:** The right granted by the Park Board to name or rename a Park Board Asset, or parts of a Park Board Asset granted in exchange for financial consideration.
- **Sponsorship Naming Rights Agreement:** A legal contract outlining the terms of the agreement between the Park Board and Sponsor.
- **Sponsor:** The other party to an agreement with the Park Board for a Sponsorship or Sponsorship Naming Right.
- **Sponsorship:** The relationship formed between the Park Board and the Sponsor pursuant to a Sponsorship Agreement, whereby the Sponsor provides cash, in-kind services, or in-kind/benefits to the Park Board in return for permitted right of association with a Park Board Asset. These permitted uses may take the form of publicity, promotional activities, merchandising opportunities, or similar types of benefits. Forms of Sponsorship include:
  - Cash: A Sponsorship received in the form of money.
  - In-kind: Goods and services, other than cash, of value to the Park Board are received, provided always that the Chief Procurement Officer is satisfied that the provision of such goods and services is specifically related to the Sponsorship and therefore does not contravene the intent and effect of the Procurement Policy.
  - A combination of the above.
- **Sponsorship Agreement:** The agreement between the Park Board and Sponsor setting out their respective rights and obligations in relation to the Park Board Asset(s) and the Sponsorship.
- **Total Value:** The total amount of cash and the total fair market value of in-kind benefits to be received by the Park Board as a result of the proposed Sponsorship or Naming Rights agreement.

## INTERPRETATION

All references in this policy to an employee, official, officer or other representative of the Park Board is deemed to include any designate, deputy, or anyone else properly authorized in writing or by Park Board resolution to act in that person's position.

## POLICY STATEMENTS

### 1. Approval Authority

- 1.1. Any Sponsorship Naming rights agreement of a Park Board Asset will require Park Board Approval.
- 1.2. Park Board may, at its discretion, delegate the solicitation of Sponsorship or Naming rights of assets or groups of assets to the Park Board General Manager.
- 1.3. Delegation of authority to commit the Park Board to a Sponsorship, up to a Total Value \$3,000,000 is delegated to the Park Board General Manager, and execution of such

Sponsorships is delegated jointly to the Park Board General Manager and the City Solicitor.

- 1.4. The Park Board General Manager will be authorized to execute the agreement or may further delegate this authority at their discretion.
- 1.5. The Authority to commit the Park Board into a Sponsorship agreement with a Total Value less than \$50,000 may be delegated by the Park Board General Manager to a Park Board staff member, at their discretion.

## **2. Rules on the Application of Revenue**

- 2.1 Sponsorship and Sponsorship Naming Rights revenues will be allocated by the Director of Finance in accordance with the following commitments in order of priority:
  - a) Fulfillment of Sponsorship and Naming rights obligations under the agreement.
  - b) To fund the overall administrative costs and staffing to coordinate Corporate Sponsorship and Sponsorship Naming Rights.
10. Other investment priorities identified through the Park Board's operating and capital budget planning processes.

## **3. Sponsor and Naming Rights Restrictions**

- 3.1. The following will not be considered for prospective Sponsors and Sponsorship Naming Rights entities:
  - a) Parties that could reflect negatively on the Park Board's public image or prove detrimental to the Park Board's integrity and/or reputation or non-compliance of Park Board policy or strategies.
  - b) Parties that are disqualified from doing business with the Park Board due to ongoing litigation.
  - c) Parties that promote religious, political, or potentially divisive messages specific to any group or subgroup of the residents of Vancouver.
  - d) Parties that are registered as local elector organizations or political parties.

## **4. Principles of Solicitation of Sponsorship Opportunities**

- 4.1. Sponsorship will be solicited in a manner that:
  - a) Is best value for the Park Board and its citizens, where best value means the rights and benefits to the Sponsor must be proportional to the Total Value being provided to the Park Board; and
  - b) Limit the contract term to maximize competitiveness and best value.
  - c) Provides a reasonable level of transparency and competition.
- 4.2. Non-competitive sponsorship proposals may be considered at any time, but the Park Board has no obligations to accept any.

## **5. Required Legal Terms and Conditions of Sponsorship and Naming Rights Agreements**

- 5.1. All Sponsorship and Sponsorship Naming Rights Agreements must be on terms that expressly confirm that the Park Board does not endorse the products, services or ideas of any Sponsor, and that the Park Board retains full ownership and control over the Park Board Asset.
- 5.2. Sponsorship and Sponsorship Naming Rights Agreements must clearly outline and set out the limits of the rights in and to the Park Board Assets being granted by the Park Board to the Sponsor in exchange for cash and/or value in-kind.
- 5.3. All rights being granted need to be time-limited and scope-limited within the parameters set out within this Policy.
- 5.4. Sponsorship and Sponsorship Naming Rights Agreements will provide for a termination right by the Park Board if a Sponsor or Naming Entity: (i) breaches its obligations under it; (ii) takes action to bring the Park Board into disrepute or otherwise conflict with the Park Board's values, policies, or community standards or (iii) has a material change in its circumstances, such as bankruptcy, insolvency, or criminal activity associated with the named party. The Park Board will not be liable for any reputational or financial losses resulting from such termination.
- 5.5. Sponsorship and Sponsorship Naming Rights Agreements will require the Sponsor or Naming Entity to comply with all applicable laws including, without limitation, any laws that govern Sponsorship or advertising and any laws that govern privacy or freedom of information including the Freedom of Information and Protection of Privacy Act (British Columbia) and the Personal Information Protection Act (British Columbia).

## **6. Approval and Notification**

- 6.1. A Sponsor must obtain express prior approval from the Park Board, acting in its sole discretion to approve the content of any sponsorship creative, branding, messaging, or other activation to be installed, placed, or deployed on any Park Board asset, including any approved use or reference to the Park Board brand or logo.
- 6.2. The Park Board will inform and notify community centre associations, key partners and rights holders on aspects of sponsorship and sponsorship naming initiatives that could have an impact on their operations.

## **7. Monitoring, Reviewing and Reporting**

- 7.1. It is the responsibility of the Park Board General Manager to ensure that the application of the Park Board's Sponsorship and Sponsorship Naming Rights Policy, and its financial and non-financial impacts on a Park Board-wide level, is monitored, reviewed, and reported annually.
- 7.2. A current list of all Sponsors under contract with the Park Board shall be listed for public view on the Park Board's website.
- 7.3. This Policy is to be reviewed by the Park Board General Manager or designate every two years and be updated as required.
- 7.4. The Park Board General Manager or designate and City Solicitor are authorized to make all such administrative amendments and modifications to the Policy as are considered appropriate from time to time to reflect changes in organizational structure or staff titles, to incorporate the policies of the Vancouver Public Library, Vancouver Police Department, City of Vancouver, and/or the City's affiliates that may be adopted

by them from time to time to better align with the Park Board's Policy, and any other elements of the Policy other than the elements which legally delegate authority reserved to Park Board from Park Board to Park Board staff.

## **8. Conflict of Interest and Ethics Responsibility**

8.1. In making a decision, Park Board, or its delegate under this Policy, will have regard, without limitation, for the following:

- i. Potential, actual, or perceived conflicts of interest with the Sponsor;
- ii. Any existing contracts with the Sponsor;
- iii. Any existing regulatory applications from the Sponsor
- iv. Impacts to the Character, integrity and safety of a Park Board Asset
- v. Any limitation on the public's enjoyment or use of a Park Board Asset
- vi. Where the Sponsor may be detrimental to the Park Board's public image
- vii. Previous findings of violation of law

8.2. The Park Board will monitor the Sponsorship and Naming Rights Agreements to ensure compliance throughout the contract term.

## **REFERENCES AND RELATED POLICIES**

This Policy must be read and applied in conjunction with the following related policies:

- Ethical Purchasing Policy
- Supplier Code of Conduct
- Code of Conduct Policy - Staff
- Budgets – Operating
- Budgets – Capital
- Visual Standards Guide
- Future Commemorative Naming Policy