



## **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, 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.

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*Approved with amendments June 19, 1995*