

## <POLICY NUMBER> - CORPORATE SPONSORSHIP POLICY

<b>Policy #</b>	assigned by the communications officer (web developer).
<b>Effective Date</b>	the date the policy was or will be approved.
<b>Status</b>	DRAFT.
<b>Final Approver</b>	Council

### 1.0 Interpretation

1.1 In this policy, unless the context requires otherwise:

"**CAO**" means the individual appointed as the chief administrative officer of the *City*;

"**City**" means The Corporation of the City of Kingston;

"**City employee(s)**" means a person who performs work or supplies services directly to the *City* for monetary compensation under an employment contract;

"**council**" means the council of the *City*;

"**CMT**" means the members of the *City's* corporate management team and includes the *CAO*;

"**director**" means the director of a *City* department or the manager of a *City* department that reports directly to a member of *CMT*;

"**donation**" means a voluntary contribution of cash or in-kind support for which no reciprocal commercial benefit is expected;

"**sponsor**" refers to an external corporation, organization or person(s) that enters into a *sponsorship* arrangement with the *City*;

"**sponsorship**" means a marketing-oriented contractual arrangement between the *City* and a *sponsor* that involves the payment of a fee or payment in-kind by the *sponsor* in return for the right to public association with an activity, item, person or property for mutual commercial benefit, but does not include a *donation*;

"**sponsorship agreement**" means a formal written agreement between the *City* and a *sponsor* outlining the terms of a *sponsorship*;

"**sponsorship assets**" means tangible or intangible property of the *City*, which may include *City* programs, services, properties, events, facilities, signage, publications,

websites, and social media platforms for which *sponsorship* arrangements are approved; and

**“values alignment review”** means a due diligence process that evaluates a potential *sponsor’s* track record, business practices, and public reputation to ensure compatibility with the *City’s* social, environmental, and cultural values.

- 1.2 In this policy, “include”, “includes” and “including” indicate that the subsequent list is not exhaustive.
- 1.3 A reference to any legislation, regulation, by-law, rule, policy or provision thereof includes a reference to any legislation, regulation, by-law, rule or provision thereof enacted in substitution thereof or amendment thereof.
- 1.4 A reference to legislation includes all of the regulations made thereunder.
- 1.5 A reference to the position or title of any *City employee* includes a reference to any position or title created in substitution thereof.

## **2.0 Purpose & Scope**

- 2.1 The purpose of this policy is to establish guidelines for the assessment, approval, implementation, management and monitoring of *sponsorship* arrangements, and to ensure that the *City* enters into mutually beneficial, sustainable *sponsorship* arrangements that enrich the lives of residents by enhancing *City* properties and programs.
- 2.2 To facilitate timely *sponsorship* arrangements, a formal competitive process is not required when pursuing *sponsorship* opportunities. At times, the *City* may use its discretion to explore multiple potential *sponsors* to help maximize the value of *sponsorship* opportunities. Accordingly, *sponsorships* may arise from competitive processes, non-competitive processes, direct solicitation, or unsolicited proposals.
- 2.3 This policy applies to:
  - (a) all *sponsorship* arrangements between the *City* and third parties in respect of *sponsorship assets*; and
  - (b) all *City employees* involved in or responsible for generating, assessing, approving, implementing, managing and monitoring *sponsorship* arrangements on behalf of the *City*.
- 2.4 This policy does not apply to:
  - (a) *sponsorship* arrangements or *sponsorship agreements* entered into prior to the date of this policy;

- (b) *donations;*
- (c) funding or grants obtained from other levels of government through grant programs or from trusts or foundations;
- (d) business partnerships between the *City* and its agencies, local boards, and commissions;
- (e) the naming of *City* assets pursuant to the *Naming of Corporate Assets Policy;*
- (f) advertising sales pursuant to the *Advertising Revenue Generation Policy;*
- (g) *City* sponsorship of external events where the *City* provides funds to an organization or where the *City* is one of multiple partners involved in hosting an event; or
- (h) not-for-profit corporations, charitable organizations and special interest lobbying groups that provide continuous support and leadership to *City* programs, services or facilities.

2.5 *Sponsorship* arrangements assessed, approved, implemented, managed or monitored under this policy are not subject to *City of Kingston By-Law Number 2022-154, A By-Law to Establish a Procurement Policy for the City of Kingston.*

### **3.0 Criteria for Sponsorship Arrangements**

- 3.1 The *City* will consider all *sponsorship* arrangements that satisfy the requirements of this policy, but the *City* has no obligation to accept any such arrangement. The *City* may refuse any *sponsorship* arrangement for any reason, including where:
- (a) the *sponsorship* is perceived to be incompatible with the *City's* mission, vision or values or the strategic priorities of the *City;*
  - (b) the *sponsorship* disparages the *City* in any way or promotes a product or service by drawing a negative comparison to a *City* program, service or facility;
  - (c) the *sponsorship* implies endorsement of the *sponsor* or its products or services;
  - (d) the *sponsorship* portrays or condones demeaning or derogatory portrayals of individuals identified by a prohibited ground of discrimination under the *Human Rights Code, R.S.O. 1990, c. H.19;*

- (e) the *sponsorship* may be perceived as granting preferential treatment or a competitive advantage to a *sponsor* outside of the *sponsorship* arrangement;
- (f) the proposed *sponsor* is currently or has been, within the last 15 years, the subject of legal proceedings where the *City* is named as a party;
- (g) the proposed *sponsor* is not in compliance with the *City's* by-laws, policies or regulations or is in arrears of payments to the *City*;
- (h) the proposed *sponsor's* principal business is derived from:
  - (i) the sale of tobacco, cannabis or vaping products;
  - (ii) the sale or promotion of pornography;
  - (iii) religious or political groups, factions or organizations;
  - (iv) the sale or promotion of adult entertainment; or
  - (v) the support of or involvement in the production, distribution and sale of weapons;
- (i) the proposed *sponsor* or the *sponsorship* violates municipal, provincial or federal consumer protection and advertising laws, including those under the *Consumer Protection Act, 2002*, S.O. 2002, c. 30, Sched. A, the *Competition Act*, R.S.C. 1985, c. C-34, or the *City's* advertising standards; or
- (j) the *sponsor* is otherwise disqualified from doing business with the *City*.

3.2 *Sponsorships* will only be considered for approval where the following criteria are satisfied:

- (a) the *sponsorship* is mutually beneficial;
- (b) the *sponsorship* aligns with the mission, vision and values and the strategic priorities of the *City*;
- (c) the *sponsorship* enhances the development, delivery, awareness or continuance of one or more *sponsorship assets*, or provides for the delivery of programs and services by the community in a manner deemed by the *City* to be efficient, effective and in the best interests of the community at large;
- (d) the *sponsorship* is valued at a level consistent with the proposed recognition or acknowledgment of the *sponsor*; and

- (e) the *sponsorship* must provide recognition to the *sponsor* in a manner that does not detract from the physical attributes of the *sponsorship asset* and adheres to the *City's Visual Identity Policy*.

3.3 Evaluation of a *sponsorship* arrangement will include consideration of:

- (a) long-term staffing and financial resource implications following the conclusion of the *sponsorship agreement*;
- (b) the anticipated community impact of the *sponsorship*;
- (c) the suitability of the *sponsor* and the *sponsorship* arrangement with the target audience; and
- (d) all other applicable laws, regulations, by-laws, or *council* decisions.

3.4 All proposed *sponsors* and *sponsorship* arrangements will be subject to a *values alignment review*.

#### **4.0 Sponsorship Requirements**

4.1 All *sponsorships* must be documented in writing.

4.2 Any *sponsorship* having an estimated value of \$50,000 or more must be documented in a *sponsorship agreement*.

4.3 All *sponsorship* arrangements must permit the *City* to terminate the *sponsorship* where it is determined by the *City* that the *sponsor* or the *sponsorship* is no longer in compliance with this policy.

4.4 All *sponsorship* arrangements must be for a fixed term.

4.5 No form of indemnification will be provided to any *sponsor* without the express written approval of the City Solicitor.

4.6 *Sponsorship agreements* should generally contain the following provisions:

- (a) the identity of the parties;
- (b) the type and estimated value of the *sponsorship* contribution;
- (c) the fixed term of the *sponsorship*;
- (d) terms of payment;
- (e) a waiver from liability and an indemnity clause for damages or losses incurred by the *City*;

- (f) benefits to be received by the *sponsor*;
- (g) the obligations of the parties;
- (h) a statement confirming that the *sponsor* is aware of, and will comply with, the provisions of this policy; and
- (i) the termination clause described in subsection 4.3 above.

## 5.0 Administration

5.1 Approval of *sponsorship* arrangements will be in accordance with Appendix A.

5.2 The City's Marketing & Revenue Development Division is responsible for the solicitation, assessment, implementation, management and monitoring of *sponsorship* arrangements. Without limiting the generality of the foregoing, the Marketing & Revenue Development Division will:

- (a) ensure *sponsorship* opportunities are promoted;
- (b) consult with *directors* to identify *sponsorship assets*;
- (c) conduct a *values alignment review* of any proposed *sponsor* or *sponsorship* arrangement;
- (d) solicit new and steward existing *sponsorship* opportunities;
- (e) negotiate terms and conditions of *sponsorship agreements* in consultation with the City Solicitor; and
- (f) notify the City's Chief Financial Officer of all approved *sponsorship* arrangements for financial tracking purposes.

5.3 The Manager of Marketing and Revenue Development is responsible for ensuring that:

- (a) all *directors* and *CMT* members are notified of any proposed new *sponsor* and provided with an opportunity to comment on the proposed new *sponsor*; and
- (b) all relevant *directors* are consulted on the implementation of an approved *sponsorship* arrangement.

5.4 *CMT members* and *directors* must take reasonable steps within their authority to direct compliance with this policy.

- 5.5 *City employees* must take reasonable steps to refer any *sponsorship* opportunity to the *City's* Marketing & Revenue Development Division.
- 5.6 No *City employee* may accept any product, service, or asset for personal gain in connection with a *sponsorship* arrangement.
- 5.7 The *City's* Director, Strategy, Innovation and Partnerships is responsible for preparing an annual report to *council* summarizing the *City's sponsorship* arrangements.
- 5.8 The *CAO* shall have the authority to make final determinations regarding the interpretation and application of this policy, including assessments of whether a proposed *sponsorship* aligns with the mission, vision and values and the strategic priorities of the *City*, unless the *sponsorship* is subject to *council* approval.

**6.0 Approval Authority**

Role	Position	Date Approved
Quality Review		
Subject Matter Expert	Manager, Marketing & Revenue Development	September 30, 2025
Legal Review	City Solicitor	October 30, 2025
Management Review	Directors and Corporate Management Team	June 10, 2025
Final Approval	Council	

**7.0 Revision History**

Effective Date	Revision	Description of Change
June 22, 2004	New policy approved by Council	
		Policy substantially revised to replace original policy

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## 8.0 Related Policies

8.1 This policy relates to or supplements the following *City* policies:

- (a) *Commemoration Policy*
- (b) *Naming of Corporate Assets Policy*
- (c) *Donation Policy*
- (d) *Advertising and Revenue Generation Policy*
- (e) *Employee Code of Conduct Policy*
- (f) *Employee Conflict of Interest Policy*
- (g) *Visual Identity Policy*

8.2 In the event of a conflict between this policy and another *City* policy or procedure involving *sponsorships*, this policy will prevail to the extent of the conflict.

## 9.0 Appendix A

### Sponsorship Approval Table

Estimated Value of Sponsorship	Approval Authority
Up to \$25,000	Manager, Marketing & Revenue Development
\$25,001 up to \$49,999	Director, Strategy, Innovation & Partnerships
\$50,000 or more	<i>council</i>

#### Notes:

1. All written documentation related to a *sponsorship* approved by the Manager, Marketing & Revenue Development or the Director, Strategy, Innovation & Partnerships may be executed by the Director, Strategy, Innovation & Partnerships.

2. All *sponsorship agreements* must be executed by the Mayor and City Clerk. |