

To:	Warden Milne and Members of Grey County Council
Committee Date:	June 13, 2024
Subject / Report No:	CCR-CW-09-24
Title:	Corporate Sponsorship Policy
Prepared by:	Tara Warder, Clerk
Reviewed by:	Kim Wingrove, CAO
Lower Tier(s) Affected:	

Recommendation

1. That Report CCR-CW-09-24 regarding a Sponsorship Policy be received; and
2. That the Sponsorship Policy be endorsed as presented.

Executive Summary

This report seeks County Council's approval of a new Sponsorship Policy to provide a guideline for Grey County when entering into sponsorship arrangements and agreements with businesses or organizations or where Grey County is the recipient of the sponsorship.

Background and Discussion

Grey County is on occasion either approached by, or seeks out, private businesses or organizations who wish to provide Grey County with a sponsorship in the form of a monetary and/or in-kind contribution in exchange for recognition, public acknowledgement or other promotional considerations. Managed appropriately, sponsorships can be a key part of enhancing County properties and programs.

Currently, anything outside of small and simple sponsorships requires an agreement outlining the terms and a further review alongside the Asset Naming Policy where sponsorships involve buildings or infrastructure.

Staff have identified a benefit to having a corporate sponsorship policy in addition to the requirement for an agreement. This would serve as a guide for staff when undertaking review and assessment of potential sponsorships. The county will consider all sponsorship proposals, but is under no obligation to accept any of them. The draft policy is attached to the report for Council's consideration.

The key areas that the policy covers are:

1. Criteria that should be met before agreements are established.
2. Restrictions and limits where Grey County will not undertake sponsorship.
3. Monetary thresholds where an agreement is needed.
4. General terms that are included in sponsorship agreements, including duration, thresholds, obligations of each party, termination clause, and value of contributions.

It is anticipated that this policy may require updates from time to time to reflect changes to process and if there is diverse use across the corporation that may benefit from additional specificity. The proposed corporate policy is likely to impact the Economic Development, Tourism and Culture Department the most in the foreseeable future. Council can anticipate an upcoming sponsorship opportunity for Grey Roots Museum and Archives at the June 27th, 2024 Committee of the Whole meeting and staff hope to have the policy in place for that time and future opportunities.

Legislated Requirements

Sponsorships and their respective agreements are reviewed against applicable policies and legislation at the time.

Legal Considerations

There are none.

Financial and Resource Implications

Sponsorships provide Grey County with an opportunity to improve and enhance properties and programs that the County offers in partnership with its businesses and community members.

There are no anticipated budget implications or staffing implications as a result of this policy being adopted, as the policy seeks only to formalize an already existing process.

Relevant Consultation

- Internal: Economic Development, Tourism and Culture
 - AODA Compliance (describe)
 - Contribution to Climate Change Action Plan Targets (describe)
- External (list)

Appendices and Attachments

Attachment 1 – Sponsorship Policy

Attachment 1 – Sponsorship Policy

Corporate Policy

Sponsorship Policy

Approved by: County Council

Policy: X-XXX-XXX

By-law:

Date Approved:

Replaces:

Last Revision Date:

Section:

Scheduled for Review by: 2029

Policy Statement

Sponsorship agreements and arrangements will be established in a way that is reflective of corporate values, safeguards Grey County's assets and image, ensures access and fairness and results in the optimal balance of overall benefits to Grey County, the sponsor and the community.

Purpose

To provide a guideline for expectations and parameters when considering and entering into sponsorship arrangements and agreements.

Scope

This policy applies to all Grey County employees and departments. It supplements existing County policies and guidelines such as the Corporate Asset Naming Policy.

It does not apply to contributions, gifts or donations voluntarily transferred by a third party to the County without expectation of return. In such cases, no valuable consideration is provided to, and no business relationship exists with, the third party.

Sponsorship arrangements that pre-date this policy are not subject to it.

1.0 Definitions

- 1.1 Sponsorship – a business or organization arrangement involving the County and an external organization whereby the external organization provides resources by way of direct funding, in-kind services or a combination of both in support of programs, services, projects, events or facilities. The County may provide recognition, public acknowledgement or other promotional considerations in return.
- 1.2 Monetary – in the form of money



1.3 In-kind – in the form of goods and/or services rather than money

2.0 General

2.1 Sponsorships must be for purposes consistent with the department's mandate and considered to be in the public interest of Grey County.

2.2 Benefits to the sponsor are to be commensurate with the sponsorship's size and scope. The applicable department is responsible for determining the appropriate level or manner of benefits.

3.0 Criteria for Establishing Sponsorship Relationships

3.1 Approval Criteria

The County of Grey supports entering into sponsorship agreements with third parties where a partnership is beneficial to both parties in a way that is consistent with applicable policies and by-laws set by Grey County. To help ensure that sponsorships are compatible with Grey County's projects, programs, values and mandate, the following must be satisfied before a sponsorship arrangement will be formalized:

- the sponsorship must enhance the development, delivery, awareness or continuance of one or more county programs, services, projects, events or facilities
- the sponsorship must reflect values and maintain operating policies that are not in conflict with the county's values, mandate, policies, procedures or by-laws
- any costs to the county associated with the relationship must be within approved operating and capital budgets
- the relationship must not cause a county employee or agent to receive any product, service or assets for personal gain or use
- all publicity, advertising, acknowledgement and recognition of the sponsorship by either the county or the sponsor must comply with all federal and provincial statutes and all municipal by-laws and have been developed and approved by the County
- the value of the proposed sponsorship is consistent with the proposed recognition or acknowledgement of the sponsorship.



3.2 Restrictions

Grey County has no obligation to accept sponsorships. Grey County will not enter into agreements with organizations or businesses whose main business is derived from:

- The sale of alcohol, tobacco/vaping products, or pornography. Exceptions may be permitted where business is beer, wine and/or cider of a local nature
- The support of, or involvement in, production of, distribution of and sale of illegal weapons and other specific life – threatening products

3.3 Sponsorships must not confer a personal benefit, directly or indirectly, to any particular County employee or official.

3.4 The sponsorship must not result in, or be perceived to result in any competitive advantage, benefit or preferential treatment for the sponsor outside of the sponsorship agreement

3.5 Grey County shall decline proposals from parties that are disqualified from doing business with Grey County

3.6 There shall be no implied or actual obligation to purchase products or services of the sponsor.

4.0 Sponsorship Agreements and General Procedures

4.1 Grey County staff with delegated authority are free to negotiate sponsorships subject to this policy.

4.2 For sponsorships valued at less than \$2,000, the appropriate staff and sponsor will document arrangements in writing, which may include email, in accordance with this policy.

4.3 Agreement Documentation

All sponsorship contributions valued at \$2,000 or more shall be documented in writing in a memorandum of understanding or a legally binding contract. All agreements must clearly indicate and address the following:

- The purpose of the arrangement
- What the sponsor is contributing and the value of the contribution and a clear description of the type or nature, and quantity, as well as frequency of the contribution
- The obligations of both the sponsors and the County



- The disposition and ownership of any assets resulting from the sponsorship, if applicable
- The responsibility for the administration of the agreement
- Insurance, indemnification for liability, and taxes of all assets associated with or resulting from the sponsorship, if applicable
- The duration of the sponsorship
- The licensing and use of Grey County's and the sponsor's name as agreed for recognition
- The details establishing the level, manner and frequency of sponsor recognition
- Trade and service marks and other intellectual property and any payment for such licensing and use; and
- A termination provision that permits Grey County and/or the sponsor to end the sponsorship

4.4 Duration

The duration of all sponsorship agreements shall be negotiated with the sponsor. Agreements shall not exceed ten years and must be authorized by the appropriate level of authority. Where an agreement exceeds ten years, the CAO must approve the sponsorship arrangement.

Agreements must be arranged for a fixed term, with option to negotiate a renewal.

4.5 Departments are responsible for soliciting and negotiating their own sponsorship arrangements and maintaining an open call for sponsorship on the website.

4.6 The execution and maintenance of agreements shall be done as per County policy and best practices and will involve the Clerk's Department and/or Legal Services where necessary.

5.0 Legislated Requirements

5.1 Staff involved in the negotiation of sponsorship agreements must have the appropriate level of delegated authority as specified in the Delegation of Duties By-law and must seek the appropriate approvals.

5.2 Sponsorships will be reviewed and assessed against the applicable legislation at the time of consideration.

6.0 Financial Matters



- 6.1 The sponsorship must not create an ongoing financial obligation for Grey County beyond the term of the agreement.

7.0 Internal Governance

- 7.1 Staff must look at the proposed sponsorship from a corporate perspective
- 7.2 Arrangements must be negotiated according to the Sponsorship Policy
- 7.3 The sponsorship must not interfere with existing contractual obligations
- 7.4 The sponsorship must not unduly detract from the character, integrity, aesthetic quality or safety of the property or interfere unreasonably with its enjoyment or use.

Forms

None

