



Sponsorship Policy

Policy Number: EX-003

Date in Effect: May 27, 2025

POLICY STATEMENT

- 1 The Town of Canmore recognizes Sponsorship as an opportunity to offset the costs of municipal infrastructure, programs, and operations, and as a way to recognize individual or corporate partnerships supporting programs and operations.

PURPOSE

- 2 The purpose of this policy is to create an authorized environment for entering into Sponsorship agreements in order to:
 - a) provide employees and contractors with guidelines related to the Sponsorship of town assets including land, facilities, structures, services, programs and events;
 - b) uphold the town's stewardship role to safeguard the town's assets and interests; and
 - c) protect the Town of Canmore from adverse effects on public safety or on the corporation's image.
- 3 The policy provides an enabling environment for the Town of Canmore to enter into Naming Rights and Sponsorship agreements with corporations, groups, or individuals within set guidelines and procedures for the purpose of enhanced financial sustainability.
- 4 This policy does not apply to:
 - a) independent foundations or registered charitable organizations that the Town may receive benefit from;
 - b) Gifts or unsolicited Donations to the Town;
 - c) funding obtained from other orders of government through formal grant programs;
 - d) town Sponsorship and/or financial support of external projects where the Town provides funds to an outside organization; and
 - e) third parties who lease Town property or hold permits with the town for activities or events.

Policy approved by:

DEFINITIONS

5 In this policy:

- a) "Donation" means similar to a Gift in that no reciprocal commercial benefits are given or expected. If reciprocal commercial benefits are given and a business relationship exists with a donor, the principles of this policy apply.
- b) "Gift" means an unsolicited contribution to the Town of Canmore for which there is no reciprocal commercial benefit expected or required from The Town. As Gifts are unsolicited and do not involve a business relationship, they are separate and distinct from Sponsorship.
- c) "Naming Rights" means a type of Sponsorship in which a corporation purchases the exclusive right to name an asset. Usually Naming Rights are considered in a commercial context; that is the naming right is sold or exchanged for significant cash or other revenue support. This arrangement is usually documented in an agreement signed by the interested parties and has a specified end date to the contractual obligations.
- d) "Naming Rights Agreement" means the sale of the right to name or re-name a Town asset as evidenced in a written contract that contains terms acceptable to The Town. In most cases, indemnification and termination clauses would be required as part of the agreement. Dates indicating the term of the agreement will be indicated.
- e) "Sponsor" means a corporation, organization or individual that enters into a Sponsorship agreement involving a Town asset and makes a financial contribution or value-in-kind in return for access to commercial potential associated with the asset.
- f) "Sponsorship" means a mutually beneficial business arrangement between The Town and a third party, wherein the third party provides cash and/or in-kind services to the Town in return for access to the commercial marketing potential associated with Town assets. Marketing Sponsorships may include Sponsorship of one or more of the Town's land, facilities, structures, services, programs or events.
- g) "Sponsorship Agreement" means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between the Town and an external organization for a specified period of time.
- h) "Sponsorship Project Manager" means the Town of Canmore employee who has responsibility for Sponsorship of a facility, program, or service in their accountability agreement or job description.

PARAMETERS OR PRINCIPLES

- 6 The Town of Canmore supports the ongoing practice of entering into Sponsorship Agreements with third parties where such partnerships are mutually beneficial to both parties.

Policy approved by: 47 5

- 7 The Town of Canmore will seek out Sponsorship opportunities with third parties who have a positive public image and reflect a high level of integrity and who reflect the values and maintain operational policies that are not in conflict with the Town's values, mandate, or operating policies.
- 8 Sponsorship shall not be solicited from businesses, organizations, or individuals who, in the sole discretion of the Chief Administrative Officer, are inappropriate partners of the municipality in that their products or businesses activities do not align with the Town of Canmore values as outlined in guiding documents. Sponsorships will not be pursued with:
 - a) tobacco and alcohol companies;
 - b) bottled water brands or products;
 - c) religious or political groups or factions or organizations that actively promote a religious or political group or faction;
 - d) companies that sell or promote pornography;
 - e) companies that present imaging that is derogatory, prejudicial, harmful to or intolerant of any specific group or individual; and
 - f) companies that create fiscal hardship for the Town of Canmore and/or its residents.
- 9 The Town of Canmore will seek out Sponsorship opportunities with third parties whose purchasing practices embed environmental and ethical criteria into their own purchasing procedures.
- 10 It is necessary for the Town of Canmore to be recognized for those facilities, programs, services, etc. where it makes an ongoing significant contribution to capital or operating costs. Clear and permanent identification of the Town will be displayed in adherence to branding guidelines established by the Town.
- 11 While the physical display of the naming right shall be negotiated or decided upon on an individual basis, such recognition must not unduly detract from the character, integrity, aesthetic quality, or safety of the property or unreasonably interfere with its enjoyment or use.
- 12 The Town shall not relinquish to the Sponsor any aspect of the Town's right to manage and control the Town's assets and facilities.
- 13 The Town reserves the right to terminate an existing Sponsorship Agreement should any of the following occur:
 - a) the Sponsor organization uses the Town's name outside the parameters of the Sponsorship Agreement, without prior consent; or

Policy approved by:

- b) the Sponsor organization develops a public image inappropriate to the Town's values and/or objectives.

RESPONSIBILITIES

14 Parties involved in Sponsorship negotiations and decisions undertake the following specific responsibilities:

- a) Town Council:
 - i) approves the Town of Canmore Sponsorship Policy;
 - ii) determines which Town facilities and assets are marketed for Sponsorship; and
 - iii) approves Sponsorship Agreements with a total value over \$100,000 annually or that involve the sale of Naming Rights of a facility or that Administration believes may be sensitive.
- b) Chief Administrative Officer approves Sponsorship Agreements with a total value less than \$100,000 annually.
- c) Sponsorship Project Manager:
 - i) hires and manages consultants and/or undertake asset evaluation and pricing of Sponsorships;
 - ii) brings report to council for approval of Town facilities and assets before marketing them for Sponsorship;
 - iii) hires and manages consultants and/or review and assist in the development of Sponsorship opportunities as needed;
 - iv) recommends Sponsorship Agreements for approval to the CAO and or Town Council;
 - v) annually tracks and reports to council all Town sponsorship agreements over \$1,000; and
 - vi) ensures that representatives of the Town entering into sponsorships are aware of, and act in accordance with the Sponsorship Policy.

POLICY REVIEW

15 This policy will be reviewed at least once in every term of Council.

RELATED DOCUMENTS

Sponsorship Procedure

Policy approved by:

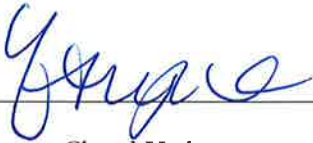
CA SE

ATTACHMENTS

None.

REPEALS POLICY: Sponsorship Policy 384-2012**AUTHORIZATION:**


Sean Krausert
Mayor



Cheryl Hyde
Manager, Municipal Clerk's Office

REVISION HISTORY

Action	Date	Council Motion	Notes
Approved	2006-04-01	101-2006	Town Sponsorship
Repealed	2012-11-06	384-2012	
Approved	2012-11-06	384-2012	Sponsorship
Repealed	2021-07-06	176-2021	
Approved	2021-07-06	176-2021	Sponsorship EX-003
Confirmed	2025-05-27	152-2025	No Changes – Formatting Revisions

Policy approved by: