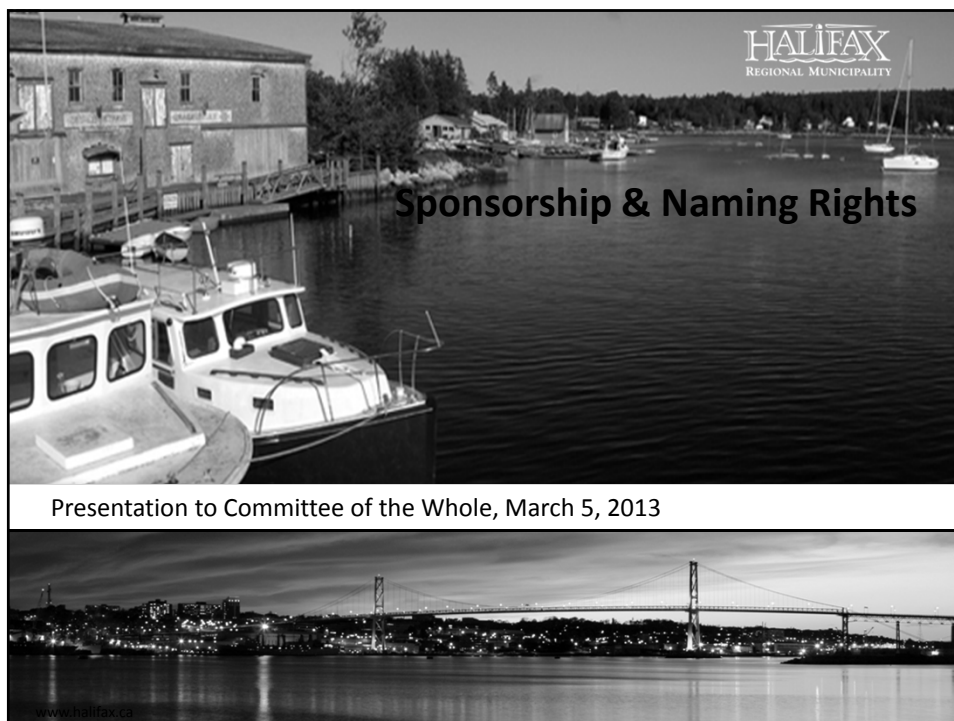



## Re: Item No. 3



	<b>Origin:</b>
<p><b>Origin:</b></p> <p><b><i>November 22, 2011:</i></b> Staff return to Council in the next fiscal year with a recommendation on an approach to a sponsorship policy in general</p> <p><b><i>December 6, 2011:</i></b> Staff report to develop a policy on accepting funds from alcohol companies for HRM sponsored events and facilities to be completed in time for the 12/13 budget discussions</p>	
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## Sponsorship & Naming Rights

### BACKGROUND

- Staff drafted two Administrative Orders (AOs) to govern Sponsorship & Naming for Audit & Finance, May 16, 2012
- Audit & Finance recommended Regional Council give first reading to consider approval of both AOs with the following amendment, "Alcohol sponsorships must contain a responsible drinking component".

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## Sponsorship & Naming Rights

### Definition of terms:

**Sponsorship**: commercial relationship in which a company pays a fee in return for advertising with an event or program

**Naming Rights**: company purchases the right to name/rename an HRM asset or parts thereof

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## Sponsorship & Naming Rights

### General Principles:

1. **Maintain HRM's independent oversight of program/service delivery & uphold HRM's role as public steward**
2. **Ensure preferential treatment or conflict of interest does not occur**
3. **Ensure fair market value**

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## Sponsorship & Naming Rights

**Best Practice Research: coast to coast search for existing policy. Those cities found to have a sponsorship and/or naming policies included:**

<b>Moncton</b>	<b>Edmonton</b>
<b>Kingston</b>	<b>Calgary</b>
<b>Ottawa</b>	<b>Vancouver</b>
<b>London</b>	

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## Sponsorship & Naming Rights

### Approval & Authorization

**NAMING RIGHTS:**  
Regional Council approve all naming rights agreements

**SPONSORSHIP:**  
\$0-25,000 Divisional Manager  
\$25,001 - \$50,000 BU Director  
\$50,001 - \$100,000 DCAO/CAO  
\$100,001 + Council

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## Sponsorship & Naming Rights

### Benchmarking - Alcohol Sponsorship

- The policies reviewed from across Canada, did not include reference specifically preventing sponsorship from alcohol companies
- Reference was made to the sponsor being compatible with city values and target audience, allowing flexible decision making on a case by case basis

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## Sponsorship & Naming Rights

- **Research did find Municipal Alcohol policies which addressed citizens/organizations wanting to rent city owned property for events and activities**
- **Policy described what the property users should do to prevent dangerous situations involving alcohol and tips to promote low risk drinking**

*(ie: City of Toronto's Municipal Alcohol Policy)*

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## Sponsorship & Naming Rights

**Capital Health Municipal Alcohol Policies:  
Options for NS Municipalities**

**February 19, 2013**

**“Municipalities can control the kind of advertising and sponsorship they permit on Municipally owned properties and at events sponsored by Municipalities”**

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## Sponsorship & Naming Rights

**Recommendations:**

**As per Audit and Finance's motions - May 16, 2012, Council:**

- 1. Approve proposed Admin Order 55, Sponsorship, as outlined in the March 16, 2012 staff report with the following amendment: "Alcohol sponsorships must contain a responsible drinking component"; to become effective 120 days from the date of approval**
- 2. Approve proposed Admin Order 56, Naming Rights, as outlined in the March 16, 2012 staff report, to become effective 120 days from the date of approval.**

**Council may consider developing a separate Municipal Alcohol Policy**