

Sponsorship, Naming and Honorary Naming Rights Policy

Effective Date:

July 21, 2026

Last Revised:

1. Purpose

The City of Pitt Meadows recognizes sponsorship and naming rights as valuable tools to support municipal programs, services, events, facilities, and assets while generating revenues and enhancing community benefit. All sponsorship and naming rights arrangements must align with the City's vision, mission, values, and public interest, and must not compromise the City's integrity, independence, or reputation.

The purpose of this policy is to establish a consistent framework for the evaluation, approval, administration, and management of sponsorship and naming rights opportunities involving City-owned facilities, programs, services, events, and municipal assets.

This policy provides direction to staff and Council regarding:

- a) Sponsorship of City programs, special events, services, facilities, and municipal assets;
- b) Naming and renaming rights for City-owned facilities, parks, amenities, programs, and municipal assets; and
- c) The evaluation of opportunities to ensure community benefit, transparency, accountability, and alignment with City values.

2. Scope

This policy applies to:

- a) All City of Pitt Meadows employees and members of Council;
- b) All City-owned or managed facilities, parks, services, programs, special events, properties, and municipal assets;
- c) All sponsorship, presenting sponsorship, and naming rights arrangements involving external parties providing financial or in-kind contributions in exchange for recognition, promotional benefits, or naming opportunities;

and

- d) Agencies, Boards and Commissions that are required by legislation to adopt policies consistent with those established by Council.

3. Exclusions

This policy does not apply to:

- a) Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without expectation of recognition or return benefit;
- b) City assets administered through the Park Amenity Donation Program;
- c) Grants received from other levels of government, foundations, trusts, or similar funding bodies;
- d) Election campaign contributions or political donations; and
- e) Street naming, which is governed by Council Policy C024 – Street Naming Policy.
- f) Advertising, including any arrangement where the primary purpose is the promotion, marketing, or sale of a product, service, brand, or commercial message in exchange for payment or other consideration. Such arrangements are not considered sponsorships or honorary naming rights under this policy and are governed through separate City processes, agreements, or policies, as applicable.
- g) Greenbelt areas shall not be named or sponsored and shall only be assigned numerical identifiers.

4. Definitions

In this policy,

- a) **Advertising** means the promotion, marketing, or endorsement of a product, service, business, brand, or commercial activity in exchange for payment or other consideration, where the primary purpose is commercial promotion rather than support of a City program, service, facility, initiative, or asset. Advertising may include, but is not limited to, the placement of logos, signs, displays, banners, digital content, promotional messaging, or other marketing materials on City-owned assets, facilities, properties, publications, programs, or digital platforms.
- b) **Community Benefit** means the measurable public value or enhancement resulting from a sponsorship or naming rights arrangement, including improved services, amenities, programming, access, or financial support.



- c) **Conflict of Interest** means a situation in which a sponsorship, or naming rights arrangement could reasonably be perceived to improperly influence City decision-making, operations, integrity, or public trust.
- d) **Exclusive Rights** means an arrangement granting an external party sole or category-specific recognition, association, or promotional rights within a defined scope and term.
- e) **External Party** means any corporation, business, organization, association, institution, non-profit organization, government agency, or individual entering into an agreement with the City.
- f) **Greenbelt Areas** means lands designated for environmental conservation and preservation within the City of Pitt Meadows.
- g) **High Profile Opportunity** means a sponsorship, presenting sponsorship, or naming rights opportunity that, due to its visibility, strategic importance, financial value, location, or anticipated public interest, presents elevated reputational, operational, or governance considerations.
- h) **In-Kind Contribution** means non-monetary goods, services, equipment, materials, expertise, or other items of value provided to the City.
- i) **Municipal Asset** means any City-owned facility, park, amenity, infrastructure, property, program, service, event, initiative, activity, or intellectual property eligible for sponsorship, or naming rights consideration.
- j) **Naming Rights** means an arrangement in which an external party receives the right to associate its name with a Municipal Asset for a specified term in exchange for significant financial or in-kind consideration.
- k) **Honorary Naming Rights** means the naming or renaming of a Municipal Asset in recognition of an individual, family, organization, place, event, or cultural significance, without financial consideration.
- l) **Presenting Sponsor** means an external party receiving prominent recognition and association with a City event, program, service, initiative, or activatable asset in exchange for financial or in-kind support.
- m) **Recognition Benefits** means the promotional, acknowledgement, branding, visibility, or activation opportunities provided to a sponsor under an agreement.
- n) **Sponsorship** means a mutually beneficial written arrangement whereby an external party provides financial or in-kind support to the City in exchange for recognition or promotional consideration.

- o) **Term** means the period during which a sponsorship, or naming rights agreement is in effect and shall not exceed ten (10) years unless otherwise approved by Council.

5. Policy Statements

5.1. Roles and Responsibilities

- (1) Council is responsible for approving naming and honorary naming rights agreements and providing strategic direction on significant sponsorship and naming rights opportunities affecting municipal assets and the public interest.
- (2) Corporate Leadership Team (CLT) is responsible for reviewing naming and honorary naming rights proposals for organizational alignment, risk management, reputational considerations, and strategic fit prior to Council consideration.
- (3) Department Director is responsible for reviewing sponsorship and naming rights opportunities within their area of responsibility and providing recommendations to the Corporate Leadership Team and Council, where applicable.
- (4) Sponsorship Program Manager is responsible for administering the City's sponsorship program, including opportunity development, sponsor relations, agreement administration, valuation, implementation, monitoring, and compliance.
- (5) All other operational roles and responsibilities associated with sponsorship, and naming rights administration are detailed within the Sponsorship, and Naming Rights Standard Operating Procedure.

5.2. Prohibitions

- (1) The City will not enter into sponsorship, or naming rights agreements that:
 - a) Conflict with the City's vision, mission, values, bylaws, policies, or strategic objectives;
 - b) Create actual or perceived influence over Council or staff decision-making;
 - c) Include demeaning, discriminatory, offensive, or inappropriate messaging;
 - d) Constitute political endorsements or support of a political party,

candidate, or elected official;

- e) Violate applicable legislation, municipal bylaws, or Canadian Advertising Standards;
- f) Involve organizations or individuals whose conduct, business practices, products, services, or reputation could reasonably harm the City's image, values, or public trust;
- g) Imply City endorsement of products, services, or organizations without authorization; or
- h) Utilize active politicians or nearby schools as namesakes for municipal assets.
- i) During an election cycle, the City will not accept or permit sponsorship, naming rights, or any promotional materials from:
 - i. any individual who is a declared candidate for elected office at the municipal, school district, provincial, or federal level or an organization that has endorsed, or intends to endorse, a candidate; or
 - ii. any individual that has publicly indicated an intention to seek such office.

This restriction applies to all City-managed assets, including but not limited to facilities, events, programs, digital platforms, and communication channels, and is intended to preserve the City's neutrality, avoid perceived endorsement, and ensure compliance with applicable election legislation.

Notwithstanding the above, the City may permit the continuation of longstanding or pre-existing participation arrangements associated with recurring community programs, events, or initiatives, provided such participation:

- i. was established prior to the applicable election period;
 - ii. does not involve a material expansion, enhancement, or new promotional opportunity during the election period; and
 - iii. is administered in a manner that maintains the City's neutrality and complies with applicable election legislation and City policies.
- j) All agreements shall contain a morals clause permitting termination where the association no longer aligns with City values or public interest.

5.3. Procedures and Guidelines

(1) General Requirements

- a) Sponsorship and naming rights opportunities must align with the City's values, strategic objectives, and public image.
- b) The City shall retain full ownership, management, and operational control of all Municipal Assets.
- c) All agreements shall comply with all applicable government legislation, acts, regulations, bylaws, branding standards, and City policies.
- d) Sponsors providing ongoing significant support may continue to receive recognition in accordance with approved agreements.

(2) Eligibility and Restrictions

- a) Proposals from parties prohibited from doing business with the City will not be considered.
- b) The City reserves the right to reject any proposal or terminate any agreement that no longer aligns with City interests.
- c) Additional Requirements for Regulated or Age-Restricted Industries
 - i. Sponsorship or naming rights opportunities involving regulated, age-restricted, or adult-oriented products, services, or industries (including, but not limited to, cannabis, alcohol, tobacco and similar sectors) may be considered at the City's discretion and shall be evaluated based on the intended audience, Municipal Asset, event, program, service, or community context.
 - ii. Where approved, the City may impose one or more of the following conditions:
 - Sponsorship recognition, advertising, branding, or promotional materials shall not be directed toward, designed to appeal to, or primarily target children or youth;
 - Sponsor recognition may be limited to text-based acknowledgement and may restrict logos, slogans, product imagery, or other brand elements where deemed appropriate by the City;
 - Naming Rights opportunities may be restricted or prohibited for certain Municipal Assets, facilities, amenities, programs, or events;

- Promotional materials and sponsorship recognition shall focus on the supported event, program, service, initiative, or community benefit and shall not promote, encourage, or create an association with the sponsor's regulated products or services;
- Sponsorship activations, displays, sampling, demonstrations, or promotional activities may be restricted or prohibited by the City; and
- Any additional conditions deemed necessary by the City to protect the public interest, align with community expectations, and ensure appropriateness for the intended audience and setting.

(3) Administrative Requirements

- a) Competitive processes should be utilized for:
 - i. High Profile Opportunities;
 - ii. Multi-year agreements exceeding three years; and
 - iii. Exclusive rights arrangements.
- b) Non-competitive opportunities may be considered where:
 - i. Multiple sponsors are being sought;
 - ii. The opportunity is unique or innovative;
 - iii. Only one suitable sponsor exists; or
 - iv. A business case supporting sole-source consideration is approved by the CAO.
- c) All agreements must be documented in writing and include:
 - i. Recognition benefits;
 - ii. Financial and/or in-kind commitments;
 - iii. Term length;
 - iv. Termination provisions; and
 - v. Applicable performance obligations.
- d) The City reserves the right to reject unsolicited proposals.

(4) Naming Rights

- a) All naming and honorary naming rights proposals shall be reviewed by the Corporate Leadership Team prior to Council consideration.
- b) Final approval rests with Council.
- c) Agreements shall have a maximum term of ten (10) years.
- d) Renewal requests may be considered by Council based on:
 - i. Community benefit;
 - ii. Sponsor performance; and
 - iii. Continued alignment with City values and objectives.
- e) Requests exceeding the maximum term may be approved or denied by Council.

6. Related Policies

Other related policies include:

- a) Council Policy C024 – Street Naming Policy
- b) Park Amenity Donation Program
- c) Canadian Code of Advertising Standards
- d) Sponsorship, Advertising and Naming Rights Standard Operating Procedure