



FORTFRANCES

**SPONSORSHIP & NAMING RIGHTS
ADMINISTRATION/FINANCE**

POLICY

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CONTENTS

1. OVERVIEW.....	2
2. Policy statement	2
3. Application	2
4. Definitions.....	3
5. Principles.....	3
6. Eligibility and Criteria	4
7. Approval and Authority	4
8. Recognition Guidelines	5
9. Terms of Agreement	5
10. Termination of Agreement	5
11. Implementation and Evaluation	6

1. OVERVIEW

The Town of Fort Frances recognizes the value of forming partnerships with businesses, organizations, and community members through sponsorship and naming rights arrangements. These partnerships contribute financially or in-kind to Town initiatives and assets, supporting enhanced community programs, services, and infrastructure.

2. POLICY STATEMENT

This policy outlines a fair and transparent process for considering sponsorship and naming rights proposals. It provides staff with the authority to pursue opportunities that align with community values, while ensuring accountability, consistency, and appropriate recognition for contributors.

3. APPLICATION

This Policy applies to all sponsorships and naming rights associated with Town-owned:

- Programs, services, and campaigns
- Events and recreational activities
- Buildings, parks, and other infrastructure
- Amenities such as trails, pavilions, and sports fields
- Equipment, vehicles, or digital assets

It does **not** apply to:

- Basic advertising space sales
- Lease agreements for Town facilities
- Memorial or commemorative naming without financial contribution
- Donations or grants without recognition expectations
- Sponsorships provided by the Town

4. DEFINITIONS

- **Sponsorship:** A business arrangement where an external party provides funding or resources in return for public acknowledgment or association with a Town initiative. This is not a charitable donation.
- **Naming Rights:** An agreement granting naming privileges of a Town asset or program in return for a negotiated contribution.
- **Title Sponsor:** A sponsor whose name is integrated into the official title of a facility, program, or event.
- **Presenting Sponsor:** A sponsor acknowledged as supporting an initiative, typically noted in marketing as “Presented by.”
- **Capital Contributor:** A person or entity making a one-time or campaign-based investment in a Town asset without automatically gaining naming or recognition rights.

5. PRINCIPLES

The following principles guide all sponsorship and naming rights decisions:

- **Transparency:** All major opportunities will be advertised or considered through a competitive or comparative process where appropriate.
- **Community Alignment:** Partnerships must reflect community values and contribute positively to public assets or services.
- **No Preferential Treatment:** Sponsorship or naming agreements shall not influence Town procurement or operations.

- **Time-limited Agreements:** Naming rights and recognition benefits are granted for a defined term and are not permanent.
- **Town Identity Maintained:** Recognition must align with the Town's visual and public identity standards. Town branding and naming conventions take precedence.

6. ELIGIBILITY AND CRITERIA

The Town may enter into agreements with individuals, businesses, or organizations who:

- Provide fair market value through funding, services, or goods
- Are in good standing with the Town and the community
- Offer contributions that support municipal goals
- Have a positive reputation locally and beyond

The Town will not enter into agreements with:

- Political or religious organizations
- Entities involved in litigation against the Town
- Companies promoting harmful, exploitative, or controversial products (e.g., tobacco, cannabis, weapons, etc.)
- Sponsors seeking influence over policy, planning, or service delivery

Sponsorships tied to alcohol or gambling will be carefully reviewed and prohibited for youth- or child-focused programs.

7. APPROVAL AND AUTHORITY

Town Council shall approve:

- Naming rights for municipal buildings, parks, or major public infrastructure (Lookout Tower, 52 Canadians Rink, Ice for Kids Arena, Swimming Pool).
- Any exceptions to this policy

The Chief Administrative Officer:

- May approve naming rights for all other opportunities including internal facilities and spaces, entering into agreements not to exceed 5 years.
- May approve agreements for sponsorships not involving naming rights
- May initiate negotiations following naming concept approval from Council, where applicable
- May assign staff to manage and evaluate sponsorships and agreements

- Will receive departmental review from the Recreation and Culture Manager and Municipal Clerk prior to entering into naming and sponsorship agreements.

8. RECOGNITION GUIDELINES

Recognition will be defined in each agreement and may include:

- Signage or naming on physical or digital assets
- Mentions in promotional materials, social media, and public announcements
- Invitations to Town-hosted events or ceremonies

All recognition must be in good taste and not overshadow the public interest or the Town's identity. The Town reserves final approval of all creative materials or branding.

Exclusive arrangements (i.e., sole sponsorship in a category) may be negotiated if they are in the Town's best interest.

9. TERMS OF AGREEMENT

All agreements must:

- Be documented in writing and signed by authorized representatives
- Specify duration, terms of recognition, and responsibilities of both parties
- Not exceed 25 years unless justified by the contribution value and approved by Council
- Be reviewed periodically for relevance and compliance

10. TERMINATION OF AGREEMENT

The Town reserves the right to terminate a naming right or sponsorship agreement at its sole discretion under any of the following circumstances:

Breach of Agreement: If the sponsor fails to comply with the terms and conditions outlined in the agreement, including but not limited to payment schedules, maintenance responsibilities, or usage limitations.

Reputational Risk: If the sponsor, or any of its affiliates, becomes the subject of public controversy, legal proceedings, or actions that, in the opinion of the Municipality, could negatively impact the reputation, image, or values of the Municipality.

Change in Ownership or Business Status: If the sponsor undergoes significant changes in ownership, declares bankruptcy, ceases operations, or otherwise can no longer fulfill the obligations of the agreement.

Municipal Purpose or Operational Requirements: If the continued application of the naming rights is no longer in the best interest of the Municipality due to infrastructure redevelopment, change in use, or other operational or strategic considerations.

In such cases, the Town shall provide written notice to the sponsor, specifying the reason(s) for termination and the effective date, which shall be no less than thirty (30) days from the date of notice, unless otherwise specified in the agreement. Any prepaid sponsorship funds may be subject to a refund or pro-rated settlement, as outlined in the terms of the agreement.

11. IMPLEMENTATION AND EVALUATION

Departments seeking or managing sponsorships are responsible for:

- Valuing sponsorship opportunities consistently
- Ensuring alignment with corporate priorities
- Coordinating with the Clerk's and Finance departments for approvals and reporting

An annual review of active sponsorships and naming rights will be completed by staff to ensure compliance and relevance.