



Title: Corporate Sponsorship for County Assets Policy	
Policy Group: Your Government and People	Policy Administrator: Finance
Resolution No.: CW-118-2022	Policy Number: FIN-04
Approval Date: 2022-05-12	Revision Date: 2026-05-12

1. Policy Statement

- a) The County of Prince Edward recognizes and supports Sponsorship of County assets as an alternative revenue generation strategy to offset costs associated with the provision of municipal services.
- b) Sponsorship opportunities shall benefit both The County and the sponsor purchaser with a final goal of generating revenue to enhance the experience of the users of the County program, event, activity, project or County Asset, or to allow for the County program, event, activity or a project to exist.

2. Purpose

- a) The purpose of this Council policy is to:
 - i. Streamline and outline the authorizing process and management of Sponsorship opportunities, such as Naming Rights to ensure a positive municipal image and enhance County products and services;
 - ii. Protect the County from Risk;
 - iii. Provide naming guidelines and criteria that reflect the County of Prince Edward's unique history and rural character.
 - iv. Provide corporate guidelines and procedures based on best practices;
 - v. Uphold the County's stewardship role to safeguard County Assets and interests.
 - vi. Will align with Council's strategic priorities.

3. Scope

a) Sponsorship Requirements Applicability:

- i. Requirements of this policy for Sponsorships secured by The County apply to all County departments, business units and sponsors involved in the Sponsorship of a County service, program, event, activity or sub-component of a County Asset;
- ii. Requirements of this policy for Sponsorships secured by The County do not apply to:
 1. Grants;
 2. Donations;
 3. Naming Rights;
 4. County support of external projects where The County provides goods, services or financial contribution to an outside organization;
 5. Sponsorships secured by third parties who enter into market rate agreements, including leases for property of The County, or hold permits with The County for activities or events;
 6. Sponsorships secured by Partners which remain within the authority of the Partners; and
 7. Advertising.
 8. This policy does not apply to controlled subsidiaries of The County and Prince Edward Public Library Board.

4. Legislative Authority

- a) [Income Tax Act](#).
- b) Policy for Donations and Issuing Official Donation Receipts

5. Definitions

- a) **Administration** means the administration of The County of Prince Edward.
- b) **Advertising** means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to place a single message on a medium (e.g., billboard, transit shelter, etc.) where the content is controlled by the third party and approved by The County; for certainty, an Advertising arrangement does not provide the third party with further substantive rights such as in Naming Rights or Sponsorship arrangements;

- c) **Asset Steward** means the Director of the County business unit, or their designate, that is ultimately responsible for the long-term operation and maintenance of a County Asset, and is accountable for the final recommendation regarding Municipal Naming of a County Asset (excluding naming of Communities and/or roadways; Administration's division responsible for subdivision as part of the planning and development process is responsible for the final naming recommendation of Communities and/or roadways), Sponsorship or Naming Rights;
- d) **County Asset** means an item, object, thing (including a service, program, event or activity) or real estate property owned by The County;
- e) **County/The County** means The County of Prince Edward
- f) **Community** means a geographic area comprehensively planned and developed over time;
- g) **Council** means the municipal Council of The County of Prince Edward;
- h) **Donation** - A gift, as defined in the Income Tax Act, which has been given voluntarily and without compensation or non-monetary considerations (e.g. advertising, promotion, services, etc.).
- i) **Grant** means a financial award without valuable consideration by public or private foundation, registered charitable organization or other order of government (a 'grantor') to The County that meets the grantor's funding priorities, is for a defined period of time and includes reporting obligations on The County;
- j) **Naming Rights** means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party's name as part of the name of a County Asset;
- k) **Policy Steward** means the Director of Finance or designate who acts on behalf of Council to ensure this policy is adhered to and that policy procedures are followed;
- l) **Sponsorship** means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a County service, program, event, activity or sub-component of a County Asset and/or rights for the inclusion and public display of the third party's name as part of the name of a County service, program, event, activity or sub-component of a County Asset; and

m) **Valuation** means a current comprehensive review of a County Asset's overall value as it relates to Sponsorship or Naming Rights opportunities or proposals.

6. General

a) Requirements for Sponsorships Secured by The County

- i. The County shall enter into agreements with progressive and likeminded partners. Who will align with the County's Corporate Strategic Priorities and Values.
- ii. All Sponsorships (including Sponsorship components associated with signage, branding, publicity, Advertising and Sponsorship implementation) shall adhere to all applicable County by-laws and policies and all applicable provincial and federal legislation.
- iii. Completion of market research and Valuation for the proposed Sponsorship to maximize revenue for The County for all buildings and community spaces.
- iv. In cases of Sponsorship of a County service, program, event and/or activity with a proposed sponsorship contribution below \$50,000, in which cases Valuation is not required;
- v. Sponsorship agreements between The County and the sponsor shall, as a minimum:
 1. Be in writing;
 2. Outline the Sponsorship contribution to be received by The County and the benefits to be received by the sponsor in return;
 3. Outline the term (duration) of the agreement; and
 4. Be approved by Council or as delegated to staff.
 5. Be signed by an authorized representative(s) of both The County and the Sponsor.
- vi. Asset Stewards are responsible for ensuring staff understand the requirements of this policy and that they are provided with appropriate guidance and training related to Sponsorship practices.
- vii. Solicitation and negotiation of Sponsorships shall be conducted by County staff or through external contacts that are specifically appointed by the Asset Steward. All Sponsorship agreements shall be negotiated in good faith and represent The County in a professional manner.

7. Responsibility and Implementation

- a) Council shall be responsible for approving sponsorship agreements by by-law when applicable
- b) CAO in collaboration with the Policy Stewart and Asset Stewart shall be responsible for the negotiation and administration of all sponsorship agreements
- c) Directors, Managers, and Supervisors are responsible for ensuring that the appropriate staff are trained on this policy.
- d) External Partners, and applicants shall be required to follow this policy in application for Sponsorship Agreements.

8. Documentation and Forms

- a) Procedure for Corporate Sponsorship for County Assets Policy