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| SECTION: Budget & Financial | EFFECTIVE DATE: October 11, 2023 |
| RECOMMENDATION #: GC168-23 AMENDED BY: GC49-24 | COUNCIL APPROVAL: 211-23 |
| SUBJECT: Sponsorship & Dedication | POLICY NUMBER: Budget&Financial-11 |

1. Policy Statement

- 1.1. The Town of Huntsville encourages community partners of all types to support the provision of Town programs, services, projects, events and facilities through mutually beneficial sponsorships and dedications that are compatible with the Town's mission, vision, values, and policies.

2. Objective

- 2.1. This policy provides guidance and responsibilities with respect to sponsorship of Town programs, services or Town assets, and dedication of Town assets.

3. Scope

- 3.1. This policy applies to all Town departments, boards, committees, working groups and other organizations falling within the reporting requirements of the Town of Huntsville.
- 3.2. This policy does not apply to:
 - 3.2.1. Philanthropic contributions, gifts or donations in which property is voluntarily transferred by a third party to the Town without expectation of return.
 - 3.2.2. Grants obtained from other government agencies or organizations through formal grant programs.
 - 3.2.3. Independent foundations or registered charitable organizations that the Town may benefit from.
 - 3.2.4. Town sponsorship of external projects where the Town provides funds, or in-kind contributions, to an outside organization or where the Town is one of multiple partners involved in hosting an event.
 - 3.2.5. Third parties that hold temporary permits with the Town for activities or events.
 - 3.2.6. Advertising arrangements.
 - 3.2.7. Sponsorship or dedication arrangements that pre-date this policy.

4. Definitions

The following definitions pertain throughout this policy:

- 4.1. “**Commemorative**” refers to the naming of a Town asset after a person, persons, or family name in recognition of significant community contributions.
 - 4.2. “**Dedication**” means to pay tribute to someone or to inscribe a message.
 - 4.3. “**Elements**” refers to components of a facility or park, including but not limited to halls, auditoriums, theatres, meeting rooms, trails, pools, parking lots, gardens, recreation fields or courts, running tracks, docks, gates, pedestrian bridges, and playground structures.
 - 4.4. “**In-Kind**” refers to a sponsorship or dedication received in the form of a good or service rather than the exchange of cash.
 - 4.5. “**Naming Rights**” means a mutually beneficial business arrangement wherein an organization provides goods, services, or financial support to the Town in return for access to the commercial and/or marketing potential associated with the public display of the organization’s name and/or logo on a Town asset for a finite period. Sponsor name(s) are added as a prefix to the name of the Town asset.
 - 4.6. “**Opposition**” means clear expression that a sponsorship or naming application does not meet the criteria of this policy.
 - 4.7. “**Sponsorship**” means a marketing-oriented, contracted arrangement that involves a cash or in-kind contribution received by the Town in exchange for the right to a public association with an event, program, activity, or Town asset(s).
 - 4.8. “**Town Asset**” means any Town-owned parks and facilities, including major elements thereof.
5. Sponsorships
 - 5.1. Types of Sponsorships

Sponsorships may relate to municipal operations and/or Town assets and are captured through various sponsorship programs:

 - 5.1.1. Sponsorships to fund Town programs, services, projects, or activities (appendix D)
 - 5.1.2. Sponsorships to fund Town events (appendix D)
 - 5.1.3. Naming rights of Town assets (appendix E)
 - 5.2. General Conditions
 - 5.2.1. The following conditions shall apply when establishing sponsorship arrangements:
 - 5.2.1.1. Mutual benefit is provided to the Sponsor and the Town.
 - 5.2.1.2. Sponsorship will not result in, or perceived to result in, any competitive advantage, benefit, or preferential treatment outside the sponsorship agreement.
 - 5.2.1.3. The Town does not endorse the products, services, or ideas of any sponsor or naming rights holder and these sponsors and/or

naming rights holders are prohibited from implying that their products, services, or ideas are sanctioned by the Town.

- 5.2.1.4. The relationship must not cause a specific Town employee, Council member, contractual staff/services and/or family/friends to receive any product, service or assets for personal gain or use.
- 5.2.1.5. The Town shall retain ownership and control over any sponsored property.
- 5.2.1.6. Sponsorship recognition must not unduly detract from the physical attributes, character, integrity, or safety of the property or unreasonably interfere with its enjoyment or use.
- 5.2.1.7. Any sponsorship arrangement shall respect the use of the Town's name, logo, and emblems.
- 5.2.1.8. Any sponsorship arrangement shall be done in such a manner that it maintains and promotes sound financial management, public accountability, transparency, and good governance.

5.3. Sponsor Solicitation

- 5.3.1. The Town will offer sponsorship opportunities in an open, equitable and fair manner; however, it is acknowledged that that majority of sponsorships shall be the result of direct solicitation by Town staff and/or by 3rd party consultants retained by the Town for such purposes without the process of competitive bidding. In this regard, the Town is free to solicit, accept and negotiate sponsorships, subject to this policy.
- 5.3.2. The Town shall make the sole and final determination as to whether a sponsorship or advertising opportunity may be a competitive or non-competitive arrangement.
- 5.3.3. The Town is not required to seek out competing bids when the sponsorship opportunity is initiated by a 3rd party. Unsolicited sponsorship proposals received by the Town will be reviewed and evaluated by the relevant program director as per the provisions of this policy. The Town reserves the right to reject any unsolicited sponsorship that has been offered to the Town and to refuse to enter into agreements for any sponsorship that originally may have been openly solicited by the Town.
- 5.3.4. Sponsorship shall not be solicited from businesses, organizations, or individuals who, at the discretion of Town staff, are inappropriate partners of the municipality in that their products or business activities do not align with the Town's values. These arrangements will not be pursued with:
 - 5.3.4.1. Tobacco and/or cannabis companies.
 - 5.3.4.2. Religious or political groups, factions, or organizations.
 - 5.3.4.3. Companies that sell or promote pornography.
 - 5.3.4.4. Companies that involve the production, distribution, and sale of weapons and other life-threatening products.

- 5.3.4.5. Companies that present imaging that is derogatory, prejudicial, harmful to, or intolerant of any specific group or individual.
- 5.3.4.6. Entities that are in a legal dispute and/or disqualified from doing business with the Town and/or are otherwise deemed unsatisfactory by the Town's legal counsel.

5.4. Sponsorship Agreements

- 5.4.1. All sponsorship relationships shall be documented (i.e., letter, memorandum of understanding, or contract) consistent with the size, complexity, and scope of the sponsorship.
- 5.4.2. At a minimum, all sponsorship agreements shall include the following:
 - 5.4.2.1. Identified parties and main contact
 - 5.4.2.2. Responsibilities of both parties
 - 5.4.2.3. Financial details (i.e., breakdown of cash and/or in-kind contributions)
 - 5.4.2.4. Benefits to each party
 - 5.4.2.5. Other conditions as appropriate to the purpose of the agreement
 - 5.4.2.6. Acceptance dates
 - 5.4.2.7. Term of the agreement (i.e., effective & expiry dates)
 - 5.4.2.8. Signatures by both parties
- 5.4.3. All sponsorship agreements must comply with federal and provincial statutes and municipal by-laws, policies, and practices.
- 5.4.4. Benefits to the sponsor are limited to those expressly stated in the sponsorship agreement.
- 5.4.5. All sponsorship agreements must be arranged for a fixed term and cannot be in perpetuity.
- 5.4.6. Sponsorship rights are non-transferable, without the written consent of the Town.
- 5.4.7. All sponsorship agreements must include a provision for termination by the Town if the agreement is no longer deemed to be in the best interest of the Town.

6. Dedications

6.1. Types of Dedications

All dedications relate to Town assets (i.e., facilities, outdoor amenities, furniture, and equipment) and are captured through various dedication programs:

- 6.1.1. Memorial bench dedication program (appendix A)

- 6.1.2. Adopt an artifact program (appendix B)
 - 6.1.3. Seat dedication program (appendix C)
 - 6.1.4. Commemorative naming of Town assets (appendix E)
- 6.2. General Conditions
 - 6.2.1. The following conditions shall apply when establishing dedication arrangements:
 - 6.2.1.1. Time frames may not be in perpetuity for all dedications.
- 7. Responsibilities
 - 7.1. Council:
 - 7.1.1. Approving any policy amendments, excluding administrative changes.
 - 7.2. Treasurer:
 - 7.2.1. Ensuring appropriate financial reporting of sponsorship and/or dedication agreements in accordance with applicable accounting standards.
 - 7.3. Senior Management:
 - 7.3.1. Approving sponsorship and/or dedication agreements related to their portfolio, except for Naming of Town Assets.
 - 7.4. Managers & Supervisors:
 - 7.4.1. Administration of this policy and its programs for sponsorships and/or dedications that relate to their department.
 - 7.4.2. Negotiation and development of terms and conditions relating to sponsorship agreements, in consultation with the appropriate Director(s) and the Economic Development Officer.
 - 7.4.3. Adherence to all conditions of sponsorship and/or dedication agreements.
 - 7.4.4. Rectifying any non-compliance with the conditions of any sponsorship and/or dedication agreement.
 - 7.4.5. Notifying Town Marketing Department of any new and/or expiring sponsorship and/or dedication agreements including the programs, services, events, or assets they are aligned to.
 - 7.5. Other:
 - 7.5.1. Responsibilities for specific sponsorship and dedication programs are set out in the relevant appendix attached to this policy.
- 8. Policy Review
 - 8.1. Town staff may automatically update this policy for minor and administrative amendments, should they be required.

9. Appendices

Appendix A: Furniture Sponsorship and Dedication Program

Appendix B: Adopt an Artifact Program

Appendix C: Seat Dedication Program

Appendix D: General Program Sponsorships

Appendix E: Naming of Town Assets

APPENDIX A

Exterior Furniture Sponsorship & Dedication Program

(Budget&Financial-11 - Sponsorship and Dedication Policy)

1. Program Purpose

- 1.1. Park furniture (“furniture”) such as benches and chairs are an important amenity within the Town of Huntsville. They provide resting and viewing areas for residents and visitors to sit, relax, and enjoy the beauty of Huntsville. This outlines the process for dedication and business sponsorship of furniture.
- 1.2. Furniture dedications could be requested in memory of a loved one, or to honour a person, group, or special occasion.
- 1.3. Furniture sponsorships are only available for furniture located on the Main Street and King William Street locations as outlined in Illustration A (Main Street) and B (King William Street).

2. Program Lead

- 2.1. This program is to be led by the Manager of Parks and Cemeteries.

3. Location and Installation

- 3.1. The furniture and related plaque will be installed at an appropriate location, in consultation with the applicant, and as approved by the Town.
- 3.2. Dedication locations may include Town parks, parkland, and cemeteries.
- 3.3. Main Street and King William Street furniture will only be considered for sponsorship and not for dedication.
- 3.4. The Town will consider specific requests based on need. The furniture is the property of the Town and is subject to removal and/or relocation. Any new furniture installation will be purchased and installed directly by the Town and the Town will be responsible for the maintenance of the furniture.
- 3.5. The Town will not accept donations of furniture. Consistency in chosen aesthetic, overall resident safety as well as mitigation of liability are cited as main reasons for the donation directive.
- 3.6. The Town may designate certain areas that are not eligible locations for the furniture dedication program.
- 3.7. All applications for a furniture dedication must be approved by the Director of Operations and Protective Services.

4. Administration

- 4.1. Applications:

- 4.1.1. Applications for furniture dedications are reviewed twice per year.
- 4.1.2. The deadline for consideration in a review is either March 31 or October 31 in the calendar year.
- 4.1.3. Furniture and plaques are installed as weather and conditions permit.
- 4.1.4. Donations to the furniture dedication program may be eligible for an official donation receipt for income tax purposes.
- 4.1.5. The Town reserves the right to refuse an application if it is in the best interest of the Town to do so. Any applications made for sponsorship of furniture must be made in accordance with this policy.
- 4.1.6. All requests will be administered by the Administrative Assistant – Operations Division. There will be the option to submit a request online which will be sent directly to the Administrative Assistant – Operations Division.
- 4.2. Funding:
 - 4.2.1. All costs associated with the purchase of furniture are borne by the applicant and included in the fee. Fees will be updated annually and posted in the Town's Fees & Charges By-Law.
 - 4.2.2. Funds received for the purchase of new furniture (i.e., benches and chairs) will be used to offset any costs associated with this program. Funds received for the dedication portion will only be directed to the Parks Furniture Sponsorship and Dedication Reserve to increase the funds available for program continuity which includes the replacement of existing furniture and the future acquisition of furniture.
- 4.3. Maintenance:
 - 4.3.1. Parks furniture such as benches and chairs are removed from Main Street each winter to accommodate snow removal. Furniture may be relocated to an indoor location on a temporary basis during the winter season.
 - 4.3.2. If the plaque needs to be replaced for either vandalism or general defect, the Town will replace the plaque up to 2 times, at the Town's cost, during the term of the agreement.
 - 4.3.3. The furniture under this program will be kept in a state of good repair and the Town will maintain the furniture under the same maintenance program as other Town-owned furniture. If the furniture must be replaced due to vandalism or a general defect, the Town will replace the furniture, at the Town's cost, for the duration of the agreement.

5. Options

| No. | Type | Location | New or Existing | Term of Agreement | Sponsorship | Memorial |
|-----|-------|--------------------------------|-----------------|-------------------|-------------|----------|
| 1 | Bench | Non-Main Street | Existing | 10 Years | No | Yes |
| 2 | Bench | Non-Main Street (location TBD) | New | 10 Years | No | Yes |
| 3 | Chair | Non-Main Street | Existing | 10 Years | No | Yes |
| 4 | Chair | Non-Main Street (location TBD) | New | 10 Years | No | Yes |
| 5 | Bench | Main Street | Existing | 10 Years | Yes | No |
| 6 | Chair | Main Street | Existing | 10 Years | Yes | No |
| 7 | Bench | King William Street | Existing | 10 Years | Yes | No |
| 8 | Chair | King William Street | Existing | 10 Years | Yes | No |

6. Specifications

6.1. Plaques:

- 6.1.1. Small, personalized plaque
- 6.1.2. Plaques are brass, 3" x 5" maximum
- 6.1.3. A maximum of 5 lines of content are ideal with 25 characters per line.
- 6.1.4. Each bench or chair can host up to one personalized plaque.
- 6.1.5. An additional 10-year term may be available.
- 6.1.6. The plaque will be maintained by the Town and returned to the donor at the expiry of the term, if requested.

6.2. Benches & Chairs:

For new installations, the following options are available:

6.2.1. Main Street Bench:

- 6.2.1.1. Heritage-style bench with heavy duty recycled plastic slats.
- 6.2.1.2. Black and dark grey.

6.2.2. Non-Main Street Bench:

- 6.2.2.1. Recycle heavy duty plastic offered in a variety of colours.
- 6.2.2.2. Colour choice will be appropriate for the location chosen.

6.2.3. Main Street Chair:

- 6.2.3.1. Heavy duty recycled plastic.

6.2.3.2. Red.

6.2.4. Non-Main Street Chair:

6.2.4.1. Heavy duty recycled plastic offered in a variety of colours.

6.2.4.2. Colour choice will be appropriate for the location chosen.

7. Illustrations

A: Main Street – zone for furniture locations

B: King William Street – zone for furniture locations

APPENDIX B

Adopt an Artifact Program

(Budget&Financial-11 - Sponsorship and Dedication Policy)

1. Program Purpose
 - 1.1. Sponsorship of an object in the Muskoka Heritage Place artifact collection.
 - 1.2. Provides a fun way to learn about items in the collection and an opportunity to safely handle the artifacts.
2. Program Lead
 - 2.1. This program is to be led by the Collections Coordinator at Muskoka Heritage Place.
3. Location and Installation
 - 3.1. The artifact remains the property of the Town of Huntsville (Muskoka Heritage Place) and does not leave the premises.
 - 3.2. Artifacts not listed in the register are also available for sponsorship. Contact the Collections Coordinator to discuss having new artifacts added to the register.
 - 3.3. Items listed in the register can be amended from time to time by the Manager of Muskoka Heritage Place.
4. Administration
 - 4.1. Applications:
 - 4.1.1. Applications for artifact sponsorship are reviewed upon receipt.
 - 4.1.2. Sponsorship runs from one (1) year from the date requested.
 - 4.1.3. Artifact sponsorships may be eligible for an official donation receipt for income tax purposes in accordance with the Town's Donations and Taxable Receipts policy.
 - 4.1.4. The Town reserves the right to refuse an application if it is in the best interest of the Town and/or artifact to do so. Any application made for artifact sponsorship must be made in accordance with this Policy.
 - 4.1.5. All requests will be administered by the Collections Coordinator at Muskoka Heritage Place. There will be the option to submit a request online which will be sent directly to the Collections Coordinator at Muskoka Heritage Place.

4.2. Funding:

- 4.2.1. All costs associated with the research, printing and passes are borne by the applicant and included in the fee. Fees will be updated annually and posted in the Town's Fees & Charges By-Law.

4.3. Maintenance:

- 4.3.1. All items are cared for in accordance with the Conservation, Collections and Maintenance Museum Standards Policies.
- 4.3.2. Online and Muskoka Museum register recognition will be maintained by the Collections Coordinator in cooperation with the Town's Marketing Department.

5. Register

5.1. Things (artifacts):

| | | | | |
|-------------------------------------|-------------------------|-------------------------------------|----------------------------------------|-------------------------------------------------|
| Demaine Family Bible | Key from the Kent Hotel | Railing from the Bigwin Inn Rotunda | Anglo Canadian Leather Company Leather | Window from the Bigwin Inn Sumaro (Dining Room) |
| Demaine Telephone | Britannia Hotel Plates | Gunter Chain | Shaw Wedding Outfits | Great War Quilt |
| Key for the Huntsville Swing Bridge | Dollhouse | Lanceolate Point | School Bell | Huntsville Public School Bell |
| McFarlane Mfg. Co. Washboard | S. S. Algonquin Bell | Hanes Family Hair Wreath | | |

5.2. Buildings & Trains:

| | | | |
|---------------------|---------------------|-------------------------|-----------------|
| Ashworth Hall | School House | Spence Inn | Watson Workshop |
| Boles Barn | Daniel Bray House | Wesley Methodist Church | Hill House |
| Steam Locomotive #2 | Algonquin Coach | Blacksmith Shop | Maw House |
| Hares House | Hay's General Store | Darling House | Purser's Cabin |

6. Sponsorship Levels

6.1. Bronze Level Adoption:

- 6.1.1. The name of the adoptee (if so desired) beside the artifact on our webpage and in the Muskoka Museum register.

- 6.1.2. A Certificate of Adoption, including the provenance and photograph of the artifact, for you to keep or give as a gift.
- 6.2. Silver Level Adoption:
 - 6.2.1. All benefits of bronze level sponsorship PLUS:
 - 6.2.1.1. One (1) Site Pass (for one person) to visit the Museums, Pioneer Village and Portage Flyer Train.
- 6.3. Gold Level Adoption:
 - 6.3.1. All benefits of silver level sponsorship PLUS:
 - 6.3.1.1. One (1) free visit (for two people) with your artifact (by appointment).
- 6.4. Platinum Level Adoption:
 - 6.4.1. All benefits of gold level sponsorship PLUS:
 - 6.4.1.1. Artifacts: Exclusivity. The platinum level guarantees that you will be the only one to adopt an available artifact for the one (1) year period.
 - 6.4.1.2. Buildings & Trains: Booklet with the history of the item as known by Muskoka Heritage Place.
- 6.5. Diamond Level Adoption (for Buildings & Trains Only)
 - 6.5.1. All benefits of platinum level sponsorship PLUS:
 - 6.5.1.1. Exclusivity. The diamond level guarantees that you will be the only one to adopt a Building or Train for the one (1) year period.

APPENDIX C

Interior Seat Dedication Program

(Budget&Financial-11 - Sponsorship and Dedication Policy)

1. Program Purpose

- 1.1. This program is intended to provide the opportunity for people in the community to dedicate a seat to a loved one, recognize a family member or friend, support a team, or celebrate a special occasion.
- 1.2. This program provides a communal approach to the sponsorship of a seat at three (3) Town facilities.

2. Program Lead

- 2.1. This program is to be overseen by appropriate departmental manager(s), depending on the location of the seat dedication.
- 2.2. A designated staff member will be response for the sale & administration of the seat dedication program. The staff contact information will be advertised on the Town website with information on how to purchase and the online order form.

3. Location and Installation

- 3.1. Seat dedications available under this program are in the following three (3) Town facilities:
 - 3.1.1. Jack Bionda Arena
 - 3.1.1.1. Seats available for sponsor: 443
 - 3.1.1.2. Plaque shall be placed on the back of the chair where the number is located for the lifespan of the chair (minimum of 10 years).
 - 3.1.1.3. Revenue will go into the Sports Memorabilia Reserve.
 - 3.1.2. Don Lough Arena
 - 3.1.2.1. Seats available for sponsor: 1,354
 - 3.1.2.2. Plaque shall be placed on the back of the chair where the number is located for the lifespan of the chair (minimum of 10 years).
 - 3.1.2.3. Revenue will go into the Sports Memorabilia Reserve.
 - 3.1.3. Algonquin Theatre
 - 3.1.3.1. Seats available for sponsor: 140
 - 3.1.3.2. Plaque shall be placed on the arm of the chair for the lifespan of the chair (minimum of 10 years).

3.1.3.3. Revenue will go into the Algonquin Theatre Reserve.

4. Administration

4.1. Applications:

- 4.1.1. Applications for seat dedications are reviewed upon receipt.
- 4.1.2. Seat dedications are on a first come, first served basis and are subject to availability.
- 4.1.3. Sponsorship runs for the lifespan of the seat from the date requested (minimum of 10 years).
- 4.1.4. The Town reserves the right to refuse an application if it is in the best interest of the Town to do so.
- 4.1.5. Any application made for sponsorship of furniture must be made in accordance with this Policy.

4.2. Funding:

- 4.2.1. All costs associated with the creation and placement of the plaque are borne by the applicant and included in the fee. Fees will be updated annually and posted in the Town's Fees & Charges By-Law.
- 4.2.2. Funds received for seat sponsorships will be directed to reserve accounts to increase funds available for the replacement of existing and future acquisition of capital and sports memorabilia expenses.

4.3. Maintenance:

- 4.3.1. If a plaque needs to be replaced for either vandalism or general defect, the Town will replace the plaque up to 2 times, at the Town's cost, during the term of the agreement.

APPENDIX D

General Program & Event Sponsorship

(Budget&Financial-11 - Sponsorship and Dedication Policy)

1. Program Purpose
 - 1.1. This program is intended to provide the opportunity for community members & partners to sponsor various Town programs, services, activities, projects, and events using a communal approach.
2. Program Lead
 - 2.1. This program is to be led by appropriate departmental manager(s), depending on the program or event being sponsored.
 - 2.2. The Manager of Marketing is to be consulted on all program and/or event sponsorships.
3. Administration
 - 3.1. Applications:
 - 3.1.1. Applications for sponsorship are reviewed upon receipt.
 - 3.1.2. The Town reserves the right to refuse an application if it is in the best interest of the Town to do so.
 - 3.1.3. Any application made for sponsorship must be made in accordance with this Policy.
 - 3.1.4. Applications are not required for solicited sponsorships.
 - 3.2. Funding:
 - 3.2.1. Funds received for general program & event sponsorships will be directed to the revenue of the applicable department to offset the levy impact of that program or event.
 - 3.2.2. Funds or in-kind sponsorships may enhance the program or event by benefiting the community and not impacting the departmental budget as a form of revenue recognition.
4. Sponsorship Programs
 - 4.1. Various sponsorship programs will be established and approved by the relevant Director and will be reviewed by the Manager of Marketing.
 - 4.2. Parameters around the sponsorship programs will be documented and will consider such items as:
 - 4.2.1. Sponsorship fee

- 4.2.2. Benefits to be received by the sponsor.
- 4.2.3. Clearly defined expectations of the Town and the sponsor with regards to communications, marketing & promotion
- 4.2.4. Benefits and responsibilities of the sponsor
- 4.2.5. Responsibilities of the Town
- 4.2.6. Timelines of sponsorship (not in perpetuity)
- 4.2.7. Default/legal parameters if sponsor or the Town does not fulfill the agreement.
- 4.2.8. Terms of the payment
- 4.2.9. Any additional costs incurred with the sponsorship – identify who is responsible.
- 4.2.10. Ability to extend sponsorship beyond initial timeline, first right of refusal.
- 4.2.11. Inclusion of philanthropic donations

5. Value of Sponsorship

- 5.1. The value of the sponsorship will be identified by the relevant Director based on market value of what the sponsor receives in return and includes a measurement of outcomes that meets the needs of the Town and the sponsor.

APPENDIX E

Naming of Town Assets

(Budget&Financial-11 - Sponsorship and Dedication Policy)

1. Program Purpose

- 1.1. This program is intended to provide the opportunity for community partners to purchase naming rights for various Town assets.
 - 1.1.1. To establish guidelines for long-term naming rights agreements that require minimal servicing to maintain.
- 1.2. This program is intended to provide commemorative naming for various Town assets.
 - 1.2.1. To establish guidelines and processes for commemorative naming of Town assets.
- 1.3. The program streams (naming rights and commemorative naming) can be used in isolation or in combination.

2. Program Scope

- 2.1. This program applies to all naming rights agreements and commemorative naming of Town Assets.
- 2.2. This program does not apply to:
 - 2.2.1. (Re)naming of Town roads.
 - 2.2.2. Commemoration or memorial of an individual's death.
- 2.3. The provisions related to initial commemorative naming do not apply to pre-existing commemoratively named Town Assets however, any renaming or combined naming provisions shall apply.

3. Responsibilities

- 3.1. Commemorative Naming Working Group (the "Working Group"):
 - 3.1.1. A staff working group, that changes depending on the Town Asset to be named, and is composed of the following representatives:
 - 3.1.1.1. Department manager(s) who maintains the particular asset (this member will fluctuate based on the asset to be named)
 - 3.1.1.2. Representative from the Marketing and Communications department
 - 3.1.1.3. Representative from Community Services
 - 3.1.1.4. Director of Corporate and Community Strategy

- 3.1.2. Review commemorative naming applications for conformity with the criteria.
 - 3.1.3. Consider comments received from internal departments, external stakeholders, and the public with respect to proposed names.
 - 3.1.4. Provide recommendations to Council with respect to approval or rejection of proposed commemorative naming of Town Assets.
- 3.2. Council:
 - 3.2.1. Approve all commemorative naming and naming rights agreements.
 - 3.2.2. Approve all naming extensions or renewals.
 - 3.2.3. Notwithstanding the provisions of this Policy, Council may assign a commemorative name by resolution.
- 3.3. Directors:
 - 3.3.1. Sign naming rights agreements once approved by Council.
- 3.4. Departmental Managers:
 - 3.4.1. Member of the Working Group for Town assets in their respective departments.
 - 3.4.2. Assist with public consultation efforts for Town assets in their respective departments.
 - 3.4.3. Manage Naming Rights sponsorship agreements.
- 3.5. Director of Corporate and Community Strategy
 - 3.5.1. Member of the Working Group.
 - 3.5.2. Assist with public consultation efforts.
 - 3.5.3. Consult on Naming Rights sponsorship agreements.
- 3.6. Manager of Marketing and Communications:
 - 3.6.1. Delegate a representative from the Marketing and Communications department on the Working Group
 - 3.6.2. Lead public consultation efforts.
 - 3.6.3. Consult on Naming Rights sponsorship agreements.
 - 3.6.4. Facilitate the creation of plaques and/or signage in consultation with appropriate departments.
- 4. Naming Principles
 - 4.1. When a Town asset is named, the following principles shall be applied:
 - 4.1.1. Names shall not be discriminatory, derogatory, or political in nature.
 - 4.1.2. Names shall not cause confusion due to duplication or names sounding similar to existing locations within the Town or vicinity.
 - 4.1.3. Names conveying a secondary negative or offensive connotation, any

sexual overtones, inappropriate humour, slang, or double meanings and names that lend themselves to inappropriate short forms or modifications shall be avoided.

4.1.4. The Town makes all final decisions concerning what is placed or occurs on Town property and in its facilities.

4.1.5. Council shall retain the right not to name certain facilities of broad community importance, such as (but not limited to) Town Hall, Fire Stations.

5. Purchase of Naming Rights

- 5.1. Not all Town assets are available for sponsorship naming – only those Town Assets designated by Council now or in the future are eligible for naming. Council will provide advance approval of those assets which are open for commercial naming and reserve its right for commemorative or historical naming of other Town assets.
- 5.2. Prior to entering into a naming rights agreement with any sponsor, a report will be provided to Council, or a committee thereof, to obtain approval for staff to enter into a naming rights agreement with the sponsor.
- 5.3. The Town will consider naming rights for Town assets when there is a significant revenue opportunity for the Town and where the proposed naming does not detract from the description or proposed use of the asset.
- 5.4. Representation for the sponsorship will be in the form of signage on, or next to, the Town asset. Material, size, and details of the signage will be at the discretion of the Town. Signage shall be appropriate for the facility, consider any effects on wayfinding, and be consistent with corporate signage guidelines.
- 5.5. The Town will adopt the new name of the asset throughout digital and print communications for the term set out in the naming rights agreement.
- 5.6. The cost and impact of changing existing signage and rebuilding community recognition must be considered before an asset is (re)named and any Town costs shall be incorporated into the naming rights agreement.
- 5.7. The cost associated with a (re)naming (including, but not limited to, signage, ceremonial costs, legal costs, etc.) will be the responsibility of the sponsor and shall be incorporated into the naming rights agreement.
- 5.8. Sponsorship opportunities will be priced to maximize their appeal, while fairly reflecting their value. Factors that will be considered when valuing opportunities include exclusivity, market reach, and benefits to the sponsor.
- 5.9. Funds received from the purchase of naming rights will be included in the Town's general revenues in the department in care and control of the asset unless specified in the sponsorship agreement that proceeds received are to be used for a specific purpose or otherwise directed by Council.

6. Commemorative Naming

- 6.1. Commemorative naming is to recognize, on an exceptional basis, significant contributions that individuals or organizations have made to public life and the well-being of the people of Huntsville.

6.2. General conditions

- 6.2.1. Not all Town assets are available for commemorative naming. Council will reserve its right for commemorative naming of Town assets.
- 6.2.2. Representation for the commemorative naming will be in the form of signage on, or next to, the Town asset. Material, size, and details of the signage will be at the discretion of the Town. Signage shall be appropriate for the facility, consider any effects on wayfinding, and be consistent with corporate signage guidelines.
- 6.2.3. The Town will adopt the new name of the asset throughout digital and print communications.
- 6.2.4. The cost associated with a (re)naming (including, but not limited to, signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Town.
- 6.2.5. Commemorative naming in honour of elected or appointed public officials, Town administrative officials or staff shall occur only posthumously and no earlier than three (3) years from the year of death.
- 6.2.6. Commemorative naming is not intended to provide the facilities and/or function of memorial purposes normally found at cemeteries.
- 6.2.7. Commemoration of an individual shall be considered no earlier than three (3) years posthumously. Names of living persons, or within three (3) years from the year of death of the individual, should be considered only in exceptional circumstances.
- 6.2.8. A commemorative name shall only be used once. Single use of a commemorative name shall apply as of the effective date of this policy.

6.3. Where a commemorative naming of a Town Asset is being requested, at least one of the following criteria shall apply:

- 6.3.1. The nominated individual shall have demonstrated excellence, courage, or exceptional service to the citizens of the Town of Huntsville, the Province of Ontario and/or Canada, including veterans of military conflicts.
- 6.3.2. The nominated individual shall have performed an activity in an uncommonly high standard that brings considerable benefit or great honour to the Town of Huntsville, the Province of Ontario and/or Canada.
- 6.3.3. The nominated individual shall have an extraordinary community service record including, but not limited to, risking their life to save or protect others, providing exceptional help or care to individuals, families, or groups, or supporting, on an exceptional basis, community services or humanitarian causes.
- 6.3.4. The nominated individual shall have worked to foster equality and reduce discrimination.
- 6.3.5. A direct relationship or association existed between the place of residence of, or community efforts undertaken by, the individual and the

Town asset to be named.

- 6.3.6. An individual may be recognized for a significant financial contribution to a Town asset where that contribution significantly benefits the community that asset serves.
- 6.3.7. The nominated name has historical significance.
- 6.4. Where the name of an individual or organization is so used, approval shall be obtained from the individual's family (or the individual in exceptional circumstances) or the organization.
- 6.5. Commemorative naming shall only be considered for Town Assets that have a direct connection with the individual or organization nominated. For example, a baseball diamond may be commemoratively named after a person, group, or organization that made exceptional contributions to the game of baseball in the community.
- 6.6. Process:
 - 6.6.1. All requests for commemorative naming are to be submitted in writing by completing a Commemorative Naming Application Form and including any requested supporting documentation by April 30 annually.
 - 6.6.2. In instances where multiple names have been submitted for a Town Asset, the Working Group may select one or more proposal(s) to move forward.
 - 6.6.3. Processing the application involves:
 - 6.6.3.1. confirmation of at least one qualifying criteria as set out in this policy.
 - 6.6.3.2. discussion with the applicant and the applicable Town departments and external stakeholders.
 - 6.6.3.3. initial review by the Working Group.
 - 6.6.3.4. public consultation as set out in this policy.
 - 6.6.3.5. compiling consultation results & secondary review by the Working Group.
 - 6.6.4. In cases where there is no opposition received during the public consultation period, a report may be submitted directly to Council, or a committee thereof, without reconvening the Working Group for a secondary review.
 - 6.6.5. When a name is recommended for approval, a report to Council, or a committee thereof, is prepared containing the Working Group's recommendation and costing related to signage needs.
 - 6.6.6. Upon Council approval of a recommendation, implementation of the approved name is undertaken. This involves final notification to the nominee and may involve an official unveiling ceremony with the presentation of a plaque or sign to be erected at the site, indicating the name as well as its significance.
 - 6.6.7. Public Consultation:

- 6.6.7.1. Notice/public consultation shall be undertaken in accordance with the size and scope of the Town Asset being named.
- 6.6.7.2. Public consultation will be completed in a manner that is dignified for nominees. As such, the Working Group may expand or narrow the number of proposals for a particular Town Asset, as it deems appropriate.
- 6.6.7.3. Consultation shall last a minimum of 30 calendar days.
- 6.6.7.4. Written submissions and/or petitions received during the consultation phase must be verifiable and shall include:
 - 6.6.7.4.1. The submitter's full legal name.
 - 6.6.7.4.2. Petitions must be addressed to the Town of Huntsville and request particular action within the authority of Council.
 - 6.6.7.4.3. Petitions must be legible, typewritten, or printed in ink.
 - 6.6.7.4.4. A petition must be appropriate and respectful in tone and must not contain any improper or offensive language or information.
 - 6.6.7.4.5. Each petitioner must print and sign their own name. A paper petition must contain original signatures only, written directly on the petition.
 - 6.6.7.4.6. Each petitioner must provide their full address.
 - 6.6.7.4.7. For electronic petitions, petitioners must provide name, address, and a valid email address.
 - 6.6.7.4.8. A petition must clearly disclose, on each page, that it will be considered a public document and that the information contained in it may be subject to the scrutiny of the Town and other members of the public.
- 6.6.8. Notice of the final decision will be communicated publicly and shared through appropriate communication channels which may vary depending on several factors, including, but not limited to, the type of facility, extent of public use, and location.
- 6.7. Renaming of Town Assets:
 - 6.7.1. The names of Town Assets named commemoratively should not be changed unless it is found that the continued use of the name for a Town Asset would not be in the best interest of the community.
 - 6.7.2. Existing names will not be changed without consideration of:
 - 6.7.2.1. The historical significance of the existing names.
 - 6.7.2.2. The impact on the person, persons, family or group or organization previously named.
 - 6.7.2.3. The cost and impact of changing existing signage, rebuilding

community recognition, and updating records.

- 6.7.3. Each application for renaming will be examined on a case-by-case basis by the Working Group.
- 6.7.4. Renaming shall follow the same process as initial commemorative naming with the exception that public consultation shall last a minimum of 60 calendar days.

7. Combined Naming

- 7.1. Combined naming occurs when:
 - 7.1.1. the purchase of naming rights (i.e., sponsorship naming) is requested for a commemoratively named Town Asset; or
 - 7.1.2. a commemorative naming request is submitted for a Town Asset with an existing sponsorship agreement for naming rights.
- 7.2. Solicitation of naming rights sponsorships may occur on commemoratively named Town Assets that pre-date this policy.
- 7.3. Not all Town assets are available for combined naming – only those Town Assets designated by Council now or in the future are eligible for combined naming.
- 7.4. General conditions for both the purchase of naming rights and commemorative naming, as outlined above, must be adhered to simultaneously.
- 7.5. If the purchase of naming rights is requested for a commemoratively named Town Asset:
 - 7.5.1. Direct consultation with the family or organization that has been commemorated shall occur to ensure no objections to the specific sponsor exists.
 - 7.5.2. No public consultation is required.
 - 7.5.3. When a name is recommended for approval, a report to Council, or a committee thereof, is presented.
 - 7.5.4. All combined naming must be approved by Council.
- 7.6. If a commemorative naming request is submitted for a Town Asset with an existing sponsorship agreement for naming rights:
 - 7.6.1. Direct consultation with the naming rights holder shall occur.
 - 7.6.2. The process for commemorative naming, as identified above, shall be followed.

8. Town Assets Available for Naming

- 8.1. The attached listing (Table 1: Town Assets and Available Naming Streams) represents those Town Assets that Council deems available for purchase of naming rights, commemorations and/or combined naming.
- 8.2. Those assets marked with “N/A” indicate that commemorative naming existed prior to the effective date of this policy.

- 8.3. Those assets marked with a “✓” indicate that the naming is available as at the effective date of this policy.
- 8.4. Those assets marked with a “✗” indicate that the specific naming stream is not available for that specific asset.



Table 1
Town Assets and Available Naming Streams

| Town Asset | Available for Purchase of Naming Rights | Available for Commemorative Naming | Available for Combined Naming |
|------------------------------------------------------|-----------------------------------------|------------------------------------|-------------------------------|
| Buildings & Elements of Buildings | | | |
| Algonquin Theatre | ✓ | ✗ | ✗ |
| Stage @ Theatre | ✓ | ✓ | ✓ |
| Partner's Hall @ Theatre | ✓ | ✓ | ✓ |
| Theatre Dressing Room 1 | ✓ | ✓ | ✓ |
| Theatre Dressing Room 2 | ✓ | ✓ | ✓ |
| Theatre Dressing Room 3 | ✓ | ✓ | ✓ |
| Aspdin Community Hall | ✓ | ✗ | ✗ |
| Canada Summit Centre | ✓ | ✗ | ✗ |
| Canada Summit Centre - Lobby | ✓ | ✗ | ✗ |
| Canada Summit Centre - 2nd floor Art Atrium | ✓ | ✗ | ✗ |
| Active Living Centre | ✓ | ✗ | ✗ |
| Active Living Centre - Main Floor, Main Room | ✓ | ✗ | ✗ |
| Active Living Centre - Main Floor, Coat Room | ✓ | ✗ | ✗ |
| Active Living Centre - Main Floor, Kitchen | ✓ | ✗ | ✗ |
| Active Living Centre - Main Floor, Multipurpose Room | ✓ | ✗ | ✗ |
| Active Living Centre - 2nd Floor | ✓ | ✗ | ✗ |
| Active Living Centre - Meeting Room 4 | ✓ | ✗ | ✗ |
| Al Thorpe Meeting Room | ✓ | N/A | ✗ |
| Auditorium | ✓ | ✗ | ✗ |
| Don Lough Arena | ✓ | N/A | ✓ |
| Don Lough Arena Upper Viewing Area | ✓ | ✓ | ✓ |
| Don Lough Lower Viewing Area | ✓ | ✓ | ✓ |
| Don Lough Arena Dressing Room 8 | ✓ | ✓ | ✓ |
| Don Lough Arena Dressing Room 9 | ✓ | ✓ | ✓ |
| Don Lough Arena Dressing Room 10 | ✓ | ✓ | ✓ |
| Don Lough Arena Dressing Room 11 | ✓ | ✓ | ✓ |
| Don Lough Arena Dressing Room 12 | ✓ | ✓ | ✓ |
| Winston Watson Referee's Room | ✓ | N/A | ✓ |
| Jack Bionda Arena | ✓ | N/A | ✓ |
| Jack Bionda Lower Viewing Area | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 1 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 2 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 3 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 4 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 5 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 6 | ✓ | ✓ | ✓ |
| Jack Bionda Dressing Room 7 | ✓ | ✓ | ✓ |
| Jack Bionda Referee's Room | ✓ | ✓ | ✓ |
| Jan Glenn Meeting Room | ✓ | N/A | ✗ |
| Indoor Walking Track | ✓ | ✗ | ✗ |
| Peter Jacob Meeting Room | ✓ | N/A | ✗ |
| Pool | ✓ | ✓ | ✓ |
| Pool Lobby | ✓ | ✓ | ✓ |
| Pool Upper Viewing Area | ✓ | ✓ | ✓ |
| Pool Change Room - Accessible | ✓ | ✓ | ✓ |
| Pool Change Room - Family | ✓ | ✓ | ✓ |
| Pool Change Room - Men's | ✓ | ✓ | ✓ |
| Pool Change Room - Women's | ✓ | ✓ | ✓ |



Table 1
Town Assets and Available Naming Streams

| Town Asset | Available for Purchase of Naming Rights | Available for Commemorative Naming | Available for Combined Naming |
|-----------------------------------------------|-----------------------------------------------|------------------------------------------|-------------------------------------|
| Buildings & Elements of Buildings (continued) | | | |
| Huntsville Fire Station | X | X | X |
| Huntsville Public Library | X | X | X |
| Muskoka Heritage Place (all) | X | X | X |
| MHP Rotary Train Station | X | N/A | X |
| Pitman's Bay Lodge | ✓ | X | X |
| Port Sydney Community Hall | ✓ | X | X |
| Port Sydney Fire Station | X | X | X |
| Public Works Building | X | X | X |
| Utterson Community Hall | ✓ | X | X |
| Utterson Community Hall - LiveWires Room | ✓ | X | X |
| Town Hall | X | X | X |
| Parks & Elements of Parks | | | |
| Avery Beach Pavilion | ✓ | X | X |
| Brunel Locks Bridge | ✓ | X | X |
| Clarke Crescent Courts | ✓ | ✓ | ✓ |
| Conroy Park | ✓ | N/A | ✓ |
| Running Track | ✓ | ✓ | ✓ |
| Soccer Field | ✓ | ✓ | ✓ |
| Courts | ✓ | ✓ | ✓ |
| Glenwood Park Playground | ✓ | X | X |
| Hunters Bay Trail Pavilion | ✓ | X | X |
| Hutcheson Beach Pavilion | ✓ | X | X |
| Hutcheson Beach Playground | ✓ | X | X |
| Indian Landing Pavilion | ✓ | X | X |
| Kent Park | ✓ | N/A | ✓ |
| Lion's Lookout Park | ✓ | N/A | ✓ |
| Lookout Running Track | ✓ | ✓ | ✓ |
| Lookout Field | ✓ | ✓ | ✓ |
| McCulley Robertson Recreation Park | ✓ | N/A | ✓ |
| Baseball Diamond A | ✓ | N/A | ✓ |
| Baseball Diamond B | ✓ | ✓ | ✓ |
| Baseball Diamond C | ✓ | N/A | ✓ |
| Baseball Diamond F | ✓ | ✓ | ✓ |
| Freedom Dog Park | ✓ | X | X |
| Frisbee Disc Golf Course | ✓ | ✓ | ✓ |
| Pavilion | ✓ | X | X |
| Pickle Ball Courts | ✓ | ✓ | ✓ |
| Rotary Skateboard Park | ✓ | N/A | ✓ |
| North Soccer Field | ✓ | ✓ | ✓ |
| South Soccer Field 1 | ✓ | ✓ | ✓ |
| South Soccer Field 2 | ✓ | ✓ | ✓ |
| Meadow Park Courts | ✓ | ✓ | ✓ |
| Meadow Park Playground | ✓ | X | X |
| Port Sydney Beach Pavilion | ✓ | X | X |
| Port Sydney Beach Docks | ✓ | X | X |
| Port Sydney Community Playground | ✓ | X | X |
| Port Sydney Community Courts | ✓ | X | X |
| River Mill Park | ✓ | X | X |



Table 1
Town Assets and Available Naming Streams

| Town Asset | Available for Purchase of Naming Rights | Available for Commemorative Naming | Available for Combined Naming |
|---------------------------------------|-----------------------------------------------|------------------------------------------|-------------------------------------|
| Parks & Elements of Parks (Continued) | | | |
| River Mill Park Playground | ✓ | ✗ | ✗ |
| River Mill Park Washroom | ✓ | N/A | ✓ |
| River Mill Park Stage | ✓ | N/A | ✓ |
| Utterson Community Playground | ✓ | ✗ | ✗ |
| Utterson Community Courts | ✓ | ✓ | ✓ |