

Title:	Corporate Sponsorship, Advertising and Naming Rights Policy
Number:	GOV-15-01
Approved By:	City Council
Administered By:	Corporate Performance and Strategic Initiatives
Effective Date:	March 26, 2015
Revision Date(s):	January 2026

1.0 Purpose/Background

The Corporate Sponsorship, Advertising and Naming Rights Policy (“Policy”) provides a framework for the Corporation of the City of Oshawa (the “City”) to administer and manage opportunities related to Sponsorship, Advertising and Naming Rights.

This Policy, collectively with other related procedures, provides a clearly defined framework for Sponsorship, Advertising and Naming Rights development that:

- Establishes a process to evaluate and to accept or decline Sponsorship, Advertising, and Naming Rights opportunities.
- Provides corporate procedures to ensure Sponsorship, Advertising, and Naming Rights revenue adheres to the City’s legal and financial requirements.
- Ensures openness, accountability and transparency while protecting the best interests of the City.
- Establishes clear roles, responsibilities and requirements for the City and its Corporate Partners to follow while entering into agreements.
- Establishes clear roles, responsibilities and expectations within the City for identifying, soliciting, developing, managing and approving Sponsorships, Advertising, and Naming Rights.

2.0 Policy Statement

The City welcomes corporate partnerships as a mechanism to:

- Generate new revenue streams to assist in funding municipal priorities and offset municipal costs by leveraging City investments in community programs and facilities.
- Support Corporate Partners in achieving their objectives, increasing their visibility in the community, and reaching customers in unique environments.

3.0 Scope/Application

This Policy shall apply to all relationships between the City and businesses, organizations and individuals that contribute financially or in-kind to City events, programs, services, or facilities in return for recognition, public acknowledgement, or other promotional considerations. This Policy shall apply to all City staff responsible for generating, managing and/or approving Sponsorships, Advertising, and Naming Rights.

This Policy does not replace, supersede or alter the City Facilities Naming/Renaming Policy (GOV-09-01), the Corporate Advertising Policy (GOV-07-01) or the Donations & Official Donation Receipt Policy (FIN-19-03). Memorial and commemorative requests through programs such as Street Naming, or Commemorative Trees and Benches are also excluded from this Policy. Additionally, this Policy does not apply to donations of land, which is governed by the Real Estate Acquisition and Disposition By-law 178-2022.

4.0 Definitions

Advertising means the selling or leasing of advertising space on the City's properties and assets whereby the advertiser is not entitled to any additional benefits beyond access to the space purchased. Advertising is a straightforward purchase of space for a specified period of time.

City means the Corporation of the City of Oshawa.

Corporate Partner refers to the sponsor, advertiser and/or third party(-ies) to a Sponsorship or Advertising Agreement.

Corporate Partnership Program encompasses all relationships between the City and businesses, and organizations who provide financial and/or in-kind contributions to City events, programs, services or facilities. In return, these Corporate Partners receive recognition, public acknowledgement, or other promotional benefits.

Naming Rights is a Sponsorship for the exclusive right to name a City facility, part of a facility (including but not limited to arenas, pools, gyms, sports fields and dog parks), a service, program or event, for a specific period of time.

Sponsorship means a mutually beneficial business arrangement or partnership between the City of Oshawa and an external party (company, or organization) wherein the external party contributes funds, goods, or services to a municipal project, initiative or service in return for recognition, acknowledgement or other promotional consideration for a specified period of time.

Forms of Sponsorship:

Cash: a sponsorship received in the form of money.

In-kind: a sponsorship received in the form of goods or services of value to the City.

Third Party Advertising, Sponsorship, and Naming Rights Agreements

(“Agreement”) means an agreement pursuant to which a third party uses City property or services in consideration of the third party’s payment of money or provision of things of value to the City. This is a binding contract with the City.

5.0 Responsibilities

The Corporate Partnerships Manager is responsible for:

- Delivery of the Corporate Partnership Program which includes:
 - The marketing and attainment of Sponsorship, Advertising and Naming Rights opportunities.
 - Revenue generation for the portfolio of corporate assets, programs and services including but not limited to recreation facilities and programs, special events and festivals, arts and culture initiatives, city vehicles, parks, playgrounds and trails, and other corporate assets and services.
 - Setting and monitoring pricing levels, offered benefits, managing and serving Corporate Partners, and developing business cases for new agreements opportunities.
 - Negotiation, preparation and execution of Agreements in accordance with the City’s Delegation of Authority By-law 29-2009, as amended, or as directed.

Finance Services is responsible for:

- Verifying the Corporate Partnership Program revenues, other expenses, any in-kind services provided by the Corporate Partner and any foregone revenues associated with any Agreement.
- Working in cooperation with the Corporate Partnerships Manager to continually review and modify business processes to ensure that they are efficient and effective in tracking the revenue and expenses associated with each Agreement.
- Validating documentation supplied by the Corporate Partner, in partnership with the Corporate Partnerships Manager, to ensure the value of the in-kind services provided by the City including foregone revenue for the purposes of calculating commissions (if required) and issuing tax receipts (where applicable).

Legal Services is responsible for:

- Reviewing and approving Third Party Sponsorship, Advertising, and Naming Rights Agreements.

- Conducting due diligence to ensure that the Corporate Partner is an incorporated entity under the Province of Ontario.
- Conducting a comprehensive review of City records and legal databases to confirm the absence of any current or historical litigation involving the Corporate Partner.

Legislative Services is responsible for:

- Reviewing and approving Third Party Sponsorship, Advertising, and Naming Rights Agreements to ensure compliance with the City's Records Retention By-law 32-2021 and the Municipal Freedom of Information Protection of Privacy Act, R.S.O. 1990, c. M.56.

Departments and Branches:

- All departments and branches play a critical role in the successful implementation of Sponsorship, Advertising and Naming Rights initiatives. In partnership with the Corporate Partnerships Manager, these teams are expected to:
 - Identify appropriate Sponsorship, Advertising and Naming Rights opportunities that align with corporate objectives and community values in a timely manner.
 - Ensure cross-functional coordination to support seamless execution, including timely communication, logistical support, and integration of relevant services or programs.
 - Provide subject matter expertise and operational insight to enhance the value and impact of the initiative.

6.0 Practice/Procedures

Corporate Partners may partner with the City in providing programs, events, facilities or activities where such a partnership:

- Is mutually beneficial to both parties.
- Is consistent with the vision, policies and goals of the City.
- Optimizes non-tax revenue opportunities and ensures that it provides a net financial benefit to the City.
- Complies with all federal and provincial statutes, municipal by-laws, corporate policies, procedures and standards.
- Does not imply endorsement of the Corporate Partner or its products and services and should prohibit partners from making statements which suggests that the Corporate Partner's products and services are endorsed by the City.

- Does not result in or is perceived as giving or receiving any preferential treatment outside of the Agreement and are not in contravention of the anti-bonus provisions of the Municipal Act, 2001.
- Does not cause a City employee to receive any product, service or asset for personal use or gain.
- Optimize revenue growth through innovative and responsive approaches.

Sponsorship, Advertising, and Naming Rights Agreements will not be accepted from individuals, organizations or corporations not in good standing with the City (i.e. currently in breach of federal and/or provincial legislation or a City by-law, subject to an ongoing enforcement matter or litigation (current and/or prior) against the City or are indebted to the City).

External requests of interest for Sponsorship, Advertising and Naming Rights shall be forwarded to the Corporate Partnerships Manager.

Recognition of a Corporate Partner will be designed so that it will not detract from the physical attributes of a location, event, facility or service delivery.

Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the City.

The City will not solicit, or accept, Sponsorship, Advertising, or Naming Rights from tobacco companies or other companies whose reputation could prove detrimental to the City's image (subject to the City's sole and absolute discretion). For example, organizations whose products or public image may be deemed to be "sensitive" (i.e. liquor). The City must evaluate all such proposals on an individual basis based on the content of the proposal and the target audience.

The City will not solicit, or accept, Sponsorship, Advertising, or Naming Rights from any organizations that does not adhere to the City's commitment to ensuring a safe, respectful, and welcoming environment by prohibiting aggressive behavior, harassment, discrimination, illegal substance use, and non-compliance with all federal and provincial statutes, municipal by-laws, corporate policies, procedures and standards.

The City will, at its sole and absolute discretion, not accept a proposal from any corporation who, in any manner portrays, promotes or condones any form of discrimination as prohibited by the Ontario Human Rights Code.

The City reserves the right to reject any or all unsolicited Sponsorships, Advertising, and Naming Rights proposals offered to the City.

Acceptance of Sponsorships, Advertising and Naming Rights opportunities will be based on, but not limited to, the following criteria:

- The value of the product, service and cash provided to the City.
- The relationship must be beneficial for both parties.
- Must enhance the development, delivery, awareness or continuance of one or more City programs, services or facilities.
- The value of the agreement must be consistent with the level of recognition or acknowledgement of the Corporate Partner.
- Must not create ongoing financial obligations for the City and must not result in any added costs or expenditures for the City outside the terms of the Agreement.

New agreement opportunities will be supported by a business case, which will identify the need and benefits to the City and potential Corporate Partners.

Revenues and in-kind services generated through the Corporate Partnership Program shall be used to reduce the overall operating expenses for an event, program, or facility.

All Third Party Advertising, Sponsorship, and Naming Rights Agreements require Council approval, except where authorized via the Delegation of Authority By-law, 29-2009, as amended.

7.0 Monitoring/Review

The Corporate Partnerships Manager monitors compliance and awareness of this Policy. This Policy is reviewed by the Corporate Partnerships Manager every three years to ensure effectiveness and compliance with legislation and current business practices. For further information regarding this Policy, please contact the Corporate Partnerships Manager at sponsorship@oshawa.ca.

8.0 References

City Facilities Naming/Renaming Policy (GOV-09-01)

Delegation of Authority By-law 29-2009, as amended

Corporate Advertising Policy (GOV-07-01)

Donations and Official Donation Receipt Policy (FIN-19-03)

9.0 Approval

Authority Council	Date January 27, 2026	Signature
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