



ADMINISTRATIVE POLICY

POLICY NAME: CONCERT AND EVENT SPONSORSHIPS

CATEGORY: CITY GOVERNMENT – EFFECTIVE GOVERNANCE
DATE APPROVED: 2024/02/29
DEPARTMENT RESPONSIBLE: CIVIC FACILITIES AND EVENTS, and CIVIC OPERATIONS

PURPOSE:

To create a framework for sponsorships that will support revenue generation for City hosted and managed events, programs, and services.

POLICY OBJECTIVES:

This policy applies to City owned/managed events.

The City of Prince George (the “City”) welcomes sponsorships from qualified businesses, organizations and individuals whose support aligns with the City’s mission, values, and strategic priorities. The City will safeguard its corporate values, images, assets, and interest while developing opportunities for revenue and resource generation and community development.

This policy does not apply to:

- City-owned facilities where events, programs and services are operated by another organization;
- The application of the provisions of the Naming Rights Policy;
- Grants obtained from other levels of government, foundations, trusts or other third parties; or
- City sponsorship of external projects, programs or events where the City provides funds to an outside organization.

POLICY:

- Definitions
 - “City Benefit” means the provision of cash and/or in-kind services/benefits provided by the Sponsor to the City under the Sponsorship Agreement;
 - “Sponsor” means the other party to a contract with the City for a Sponsorship;
 - “Sponsor Benefit” means marketing, advertising, public relations or other suitable recognition with respect to City owned and managed events provided to a Sponsor under a Sponsorship Agreement;

- “Sponsorship” is the relationship formed between the City and the Sponsor pursuant to a Sponsorship Agreement, whereby the Sponsor provides cash and/or in-kind services/benefits to the City in return for Sponsor Benefit;
 - “Sponsorship Agreement” is the contract between the City and Sponsor setting out their respective rights and obligations in relation to the City event and the Sponsorship.
- General
 - Corporate event sponsorship may only be accepted to supplement those events approved and managed by the City;
 - Corporate sponsorship must not unduly detract from the character, integrity, aesthetic quality or safety of a City asset or event;
 - Staff will use due diligence to create a mutually beneficial Sponsorship Agreement with any Sponsor that maximizes the Sponsor Benefit, commensurate with the assessed fair market value of the event;
 - The City does not endorse the products, services, or ideas of any corporate Sponsor, and no Sponsorship will include any written or oral representation from the City with such endorsement.
 - Nothing in this Policy relieves an elected official from complying with their ethical obligations under the *Community Charter*, including sections 100 to 109 thereof and the City’s Code of Conduct Bylaw.
- Requirements
 - The City will annually post an Expression of Interest on BC Bid and City Bidding Opportunities to promote an invitation to businesses, organizations and individuals that at any time the City will accept submissions from anyone wishing to pursue Sponsorship opportunities;
 - The City will make reasonable efforts to conduct all Sponsorship activities, including solicitation and acceptance of Sponsorships, in an open and transparent manner;
 - A formal competitive selection process is not required when soliciting or accepting Sponsorship opportunities;
 - All Sponsorship Agreements must be in writing, particularizing the terms of the Sponsorship.
- Sponsorship Criteria
 - The City may consider all Sponsorship proposals but reserves the right to not accept sponsorship from any entity at its sole discretion;
 - Sponsorships must conform to all applicable federal and provincial statutes and all applicable City bylaws, policies, and practices;
 - Sponsorship must not create a direct or indirect pecuniary interest for any City employee or elected official;
 - Benefits provided to the Sponsor by the City are limited to those stated in the Sponsorship Agreement such as acknowledgement on event promotional materials, advertising and other forms of promoting the concert or event;

- Corporate Sponsorship must not result in any competitive advantage, benefit, or preferential treatment for the Sponsor outside of the Sponsorship Agreement;
- Category exclusivity rights are provided solely to the event being sponsored.

- Restrictions
 - The City will not intentionally solicit or accept corporate Sponsorship from companies or organizations whose business:
 - contradicts any bylaw or policy of the City, or
 - may compromise the reputation of the City's public image.
 - For events designed primarily or exclusively for children and youth, the City will not solicit or accept corporate Sponsorship from companies or organizations that produce alcohol or other addictive substances.
 - For all events, the City will not solicit or accept corporate Sponsorship from companies or organizations:
 - whose business is derived from the production of tobacco;
 - whose business is derived from illegal pornography or sexual services;
 - whose business is derived from armaments and weapons manufacturing;
 - who are not in good standing with the City (e.g. currently operating without a business licence);
 - who are currently in litigation with the City;
 - who have violated any City bylaw, human rights law, criminal law, or any other laws of British Columbia or Canada, unless such violation is of a minor nature as determined by the Director of the department responsible for the event or the City Manager;
 - who discriminate by way of race, religion, gender, or sexuality in employment, marketing, or advertising practices;
 - To protect the privacy of individuals, Sponsors will not have access to personal information held by the City;
 - There will be no actual or implied obligation for the City to purchase products or services from the Sponsor outside of the Sponsorship Agreement.

- City Benefit Allocation
 - Funds or other benefits received by the City for event Sponsorship will be used only to enhance revenues, reduce expenses, or add value to the specific event.

- Evaluation
 - Sponsorship opportunities will in the normal course be evaluated and approved by the Director of the Department responsible for the event to ensure that all provisions in the policy are satisfied.
 - If there is a real prospect of Sponsorship creating a direct or indirect pecuniary interest for a City employee, the City Manager will evaluate the Sponsorship opportunity.
 - If there is a real prospect of the Sponsorship creating a direct or indirect pecuniary interest for the City Manager or an elected official, Council will evaluate the Sponsorship opportunity on the basis of staff's advice.