



Report to Council

Department: Development Services

Division: Economic Development

Date: June 2, 2025

Prepared by: Nelson Silveira, Manager, Economic Development

Report Number: Economic Development-2025-06

Subject: Sponsorships and Naming Rights Policy

Number of Pages: 7 plus attachments

Recommendation(s)

That Economic Development 2025-06 entitled Sponsorship and Naming Rights Policy prepared by Nelson Silveira, Manager, Economic Development, dated June 2, 2025, be received;

That Council approve the new Sponsorships and Naming Rights Policy, attached to this report (the “**Sponsorships and Naming Rights Policy**”); and

That “Naming Rights Policy – Municipal Parks & Facilities”, also attached to this report, (the “**2010 Naming Rights Policy**”) be expired and replaced by the Sponsorships and Naming Rights Policy, effective June 2, 2025.

Purpose

This report will provide a brief outline of the attached Sponsorships and Naming Rights Policy which outlines definitions, criteria, process, and roles in the Town’s effort to effectively solicit sponsorships and naming rights. The purpose of the policy is to safeguard the Town’s values, image, and assets while fostering potential revenue opportunities.

This report also recommends that Council expire the 2010 Naming Rights Policy and approve its replacement with the newly created Sponsorships and Naming Rights Policy, effective June 2, 2025. The changes in the newly drafted Sponsorships and Naming Rights Policy will enhance the Town's capacity to generate non-tax revenues to fund Council priorities, while incorporating appropriate criteria, standards, and administrative responsibilities into these processes.

Background and Discussion

The Sponsorships and Naming Rights Policy was created as the foundation of a new sponsorship and naming rights program. At the beginning of this term, Council developed the 2023-2027 Strategic Action Plan which outlined key projects that could diversify the Town's revenue to reduce reliance on residential taxpayers. One of those recommendations was to initiate a sponsorship and naming rights program to provide opportunities to local businesses and drive non-tax revenue. This Policy not only sets the parameters and provides definitions for aspects of the program, but it also aligns directly with Council's Strategic Action Plan.

Key Policy Definitions

Below are some of the key definitions included in the policy:

Naming Entity: refers to an entity (e.g., a business, not-for-profit organization or individual) to whom Naming Rights are granted.

Naming Rights: refers to a mutually beneficial partnership between the Town and a Naming Entity wherein the Naming Entity secures Naming Rights to a Town Asset for a specified period in exchange for a financial or in-kind contribution to the Town.

- Administration has conducted an inventory of Town assets that would be appropriate for Naming Rights. These assets range from larger facilities such as arenas and sport fields to smaller community assets such as parks and playgrounds.

Sponsor: refers to a business, not-for-profit organization, or individual that provides financial support, goods, services, or other contributions, either in-kind or cash, to the Town in exchange for the right to be publicly associated with an event, activity, or other agreed-upon items. The arrangement is made for the mutual benefit of both parties, with the Sponsor receiving commercial, promotional, or other benefits as outlined in a Sponsorship Agreement.

Sponsorship: refers to a marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a business, not-for-profit organization, or individual in return for the right to be publicly associated with an event, activity, or other agreed-upon items for mutual commercial benefit. Sponsorships may be in the form of financial assistance, non-cash goods, or a contribution of skills or resources.

- Administration has conducted an inventory of Town programming that would be appropriate for sponsorship. These programs range from recreational programming such as swim and skates to Town-led events.

It is important to highlight that this Policy only applies to Town-owned assets or Town-held events. This Policy does not apply to the following, which is a non-exclusive list and may be revised and amended at the Town's discretion:

- Core municipal service facilities (e.g. Town Hall, fire halls, police stations);
- Town Facilities where the Town has an existing Agreement with a Sponsor or Naming Entity, until such Agreement has been terminated;
- Committees of Council;
- The Town's Memorial Program; and
- The Town's Designated Heritage Properties.

This Policy also outlines a process for Commemorative Naming Rights, which refers to the official naming of a Town Asset to honour a person, persons, or family name. All Sponsorships, Naming Rights and Commemorative Naming may be changed or removed, in the sole discretion

of the Town, if it is determined that maintaining the existing name would not align with the best interests of the Town. The Policy includes criteria for commemorative naming and ensures transparency, consistency, and fairness in decision-making. This approach balances the desire to honour community legacy with the need to manage public assets responsibly.

Policy Guidelines for Sponsorships and Naming Rights

The Town's approach to Sponsorships and Naming Rights will be governed by the new Policy attached to this report. This framework is designed to ensure alignment with the Town's corporate vision, values, and legal obligations.

All proposed Sponsorships and Naming Rights opportunities are subject to evaluation based on community benefit, reputational impact, and financial value, with the Town retaining sole discretion to accept or reject proposals. Specific criteria are outlined to safeguard the Town's public image, ensure fair dealings, and maintain control over public assets. Agreements must be legally binding, time-limited, and clearly outline mutual responsibilities, financial terms, marketing benefits, and termination clauses.

As previously mentioned, Commemorative Naming is subject to distinct criteria recognizing significant community contributions. This framework provides a consistent process for decision-making while protecting the Town's interests and enhancing community value.

Roles and Responsibilities:

The oversight of Sponsorship and Naming Rights agreements are guided by clearly defined roles in the Sponsorships and Naming Rights Policy to ensure accountability, transparency, and alignment with municipal objectives.

Council will have the authority to approve agreements exceeding \$130,000 or those not meeting the provisions of the Policy. The Chief Administrative Officer is responsible for

approving agreements within the delegated threshold, in consultation with the Mayor and Deputy Mayor.

Directors will provide financial oversight, policy compliance, and operational support to the Manager of Economic Development in the Sponsorship and Naming Rights Agreement process.

The Manager of Economic Development is responsible for leading the identification, solicitation, evaluation, and negotiation of all Sponsorship and Naming Rights agreements. This includes conducting comprehensive due diligence, performing asset valuations, ensuring alignment with municipal policies and strategic priorities, overseeing the full lifecycle of each agreement from initiation through execution, and serving as the primary liaison with Sponsors and Naming Entities. The Manager is also tasked with maintaining accurate records and ensuring that all agreements uphold the Town's reputation, operational standards, and long-term community interests and are executed and retained in accordance with the Town's policies.

The Clerk will assist with the proper development and execution of official records including agreements.

The administrative roles and responsibilities outlined in the Policy will promote consistency, due diligence, and the strategic use of municipal assets.

Next Steps:

If the Sponsorships and Naming Rights Policy is approved, the next step involves developing a comprehensive sponsorship and naming rights program. Administration has identified eligible assets such as parks, arenas, fields, and programs and will create a tiered sponsorship package that reflect their visibility and community impact. A targeted solicitation strategy will be deployed, supported by the development of marketing materials and promotional efforts through the Town's website, social media, and existing networks.

Administration will lead the evaluation of proposals, with agreements finalized in accordance with the policy and approved by the CAO or Council as required. Once in place, agreements will be actively managed, with annual reporting provided to Council to ensure transparency and accountability.

Financial Impact

The proposed Sponsorships and Naming Rights Policy is intended to maximize the opportunity to generate non-tax revenue to address Council priorities, thereby reducing pressure on tax payers. This work aligns with existing Council direction and with the recommendations of the 2023-2027 Strategic Action Plan.

Consultations

Kate Giurissevich, Chief Administrative Officer

Lori Chadwick, Director, Development Services

Jake Morassut, Director, Community Services

Joe Malandrucolo, Director, Legal & Legislative Services

RaeAnn Schroeder, Analyst, Economic Development and Business Relations

Link to Strategic Priorities

- ☐ Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- ☒ Leverage our Town's competitive advantages to promote jobs and economic investment.
- ☐ Take care of our natural environment and strengthen the sense of belonging to everyone who makes Essex "home".
- ☒ Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- ☐ Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

Report Approval Details

Document Title:	Sponsorships and Naming Rights Policy - Economic Development-2025-06.docx
Attachments:	<ul style="list-style-type: none">- Town of Essex Naming Rights Policy (003).pdf- Sponsorships and Naming Rights Policy - FINAL.docx
Final Approval Date:	May 29, 2025

This report and all of its attachments were approved and signed as outlined below:



Lori Chadwick, Director, Development Services - May 29, 2025 - 9:16 AM



Kate Giurissevich, Chief Administrative Officer - May 29, 2025 - 9:27 AM