



## Naming Rights

<b>Procedure No.:</b> PS-REC-6	<b>Council Resolution No.:</b> N/A
<b>Department:</b> Recreation	<b>Authority:</b> Chief Administrative Officer
<b>Effective Date:</b> September 9, 2019	<b>Revision Date:</b> March 13, 2023
<b>Review Date:</b> March 2026	<b>Repealed Date:</b> N/A
<b>Supersedes:</b> Parks Naming Policy No. 57/09/23/96	
<b>Related Policy No.:</b> PS-REC-6	
<b>Related Policy Name:</b> Naming Rights	

### 1.0 PURPOSE

- 1.1 This procedure outlines the criteria for solicitation, evaluation, approval and the monitoring process for naming right proposals for recreation facilities, institutional facilities, rooms, green open spaces, roadways, and outdoor sport areas.

### 2.0 OPERATING GUIDELINES

- 2.1 Definitions:
- 2.1.1 "CAO" means the Chief Administration Officer for the Town of Taber within the MGA;
- 2.1.2 "Council" means the Mayor and Councillors of the Town of Taber;
- 2.1.3 "MGA" means *Municipal Government Act* RSA 2000, C M-26 and amendments thereto;
- 2.1.4 "Naming Rights" means a type of sponsorship in which a sponsor purchases the exclusive right to name an asset, for a specified period of time. The naming right is sold or exchanged for cash or other revenue support. This arrangement may be documented in an agreement signed by the interested parties for a specific period of time;
- 2.1.5 "Town" means the municipality of the Town of Taber; and,
- 2.1.6 "Town Facilities" refers to any building, structure or area of land owned by or under the direction and control of the Town, including among other things: leisure centres, sport and fitness facilities, arenas, parks, park amenities, and meeting rooms.
- 2.2 Scope:



- 2.2.1 Assets under the jurisdiction of the Corporation of the Town of Taber, including rooms, roadways and components of Town parks and facilities. Applies to any individual, corporation or external organization that proposes to name a room, roadway or component of a new or existing municipal facility in recognition for financial or other support.
- 2.3 Criteria for Naming Rights:
  - 2.3.1 All naming rights arrangements must not compromise, influence or alter the corporate goals and priorities of the Town, or diminish the Town's public image.
  - 2.3.2 Naming rights arrangements must enhance the delivery or general public awareness of Town services or activities and complement public relations and visual identity of the Town.
  - 2.3.3 Naming rights arrangements must comply with all Federal and Provincial statutes, Municipal bylaws, and corporate policies and procedures.
  - 2.3.4 Managing naming rights arrangements should not require disproportionate administrative resources.
  - 2.3.5 Display of naming rights must not take precedence over the display of the Town's corporate identity on its facilities and must not incur any safety risk.
- 2.4 Restrictions for Naming Rights:
  - 2.4.1 The Town will not solicit or accept sponsorships, naming rights or advertising sales from companies whose reputation could prove detrimental to the Town's public image.
  - 2.4.2 The Town will not allow sponsorships or advertising, either directly through third party arrangements that:
    - 2.4.2.1 Promotes alcohol and other addictive substances, at events or venues geared primarily to children;
    - 2.4.2.2 Promotes the sale of tobacco;
    - 2.4.2.3 Promotes pornography;
    - 2.4.2.4 Promotes the support of the Town's involvement in the production, distribution, and sale of weapons and other life-threatening products;
    - 2.4.2.5 Presents demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;
    - 2.4.2.6 Promotes religious or political messages that might be deemed prejudicial to other religious or political groups; or,



2.4.2.7 Conveys a religious or political message, promote a political party or election candidate.

2.5 Naming Rights Solicitation:

2.5.1 Council will consider interest from potential sponsors for naming rights for specific rooms, components of Town parks and facilities, roadways, or entire parks or facilities.

2.5.2 Where appropriate, the Town may issue a Request for Proposal (RFP) for naming rights for a specific room, components of Town parks and facilities, or entire parks or facilities.

2.5.3 Naming rights must not negatively affect the reputation and integrity of Town properties.

2.6 Naming Rights Evaluation:

2.6.1 All naming rights arrangements will be evaluated by Council.

2.6.2 Council will include considerations for financial benefit, and/or to celebrate a prominent local individual or organization.

2.6.3 In evaluating naming rights opportunities, Council will consider the following factors:

2.6.3.1 Whether the department has sufficient resources (staff and financial) to maximize the benefit of naming arrangement without compromising the effective delivery of municipal service and goals of the Town; and,

2.6.3.2 Whether the naming rights opportunity enhances the Town's image.

2.7 Naming Rights Agreements:

2.7.1 All naming rights arrangements must be confirmed with a written agreement outlining the benefits, roles and responsibilities, fees, duration and other agreed terms of the naming rights arrangement. The Municipality must maintain record of these agreements, including receipts.

2.7.2 The Town reserves the right to terminate an existing naming rights arrangement should conditions arise that make it no longer in the best interest of the Town.

2.8 Naming Rights Approval:

2.8.1 Council will approve all naming rights applications.

2.9 Naming Rights Fee Guidelines:

2.9.1 Timeline: 15 years or the life of the facility.

2.9.1.1 New Facility \$500,000.

2.9.1.2 Existing Facility \$100,000.

2.9.1.3 For \$20,000:



2.9.1.3.1 Ball Diamond.

2.9.1.3.2 Water Slide.

2.9.1.3.3 Hot Tub.

2.9.1.3.4 Park.

2.9.1.3.5 Playground.

2.9.1.3.6 Meeting Room.

2.9.1.3.7 Road.

2.9.2 For \$10,000:

2.9.2.1.1 Dressing Room.

2.9.2.1.2 Change Room.

2.9.3 Sponsorship rates on new facilities will be determined based on the scope of the project.

  
CHIEF ADMINISTRATIVE OFFICER

March 15/23  
DATE

