

# Corporate Sponsorship and Community Partnership

Council Policy  
C 102-25

<b>Administered By:</b>	Legislative and Administrative Services / Finance	<b>Policy No:</b>	C 102-25
<b>Approval Date:</b>	April 1, 2025	<b>Effective Date:</b>	April 1, 2025
<b>Approved By:</b>	Council	<b>Resolution No.:</b>	071-2025
<b>Review Date:</b>	February 2028		
<b>References:</b>			

## Policy Statement:

The Town of Crossfield recognizes the value of sponsorship naming rights for Town assets by external organizations. These agreements allow sponsors to receive recognition for their financial support, including naming sponsorships where an asset bears the sponsor’s name for the duration of the arrangement.

The Corporate Sponsorship and Community Partnership policy ensures a balanced approach, enabling individuals and organizations to enhance their community presence while safeguarding the Town’s image, values, and interests.

Sponsorships foster community-oriented relationships, provide vital funding for infrastructure and services, and are structured to benefit Crossfield while preserving the integrity and reputation of public assets.

## Purpose:

The purpose of this policy is to establish:

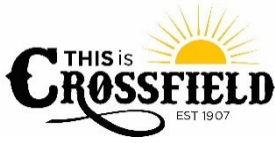
- a. A guiding framework for Crossfield that aligns with Council’s values and supports the long-term sustainability, growth, and entrepreneurial spirit of recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town.
- b. To create a structured approach for securing grants and corporate sponsorships that encourage innovation, foster new community partnerships and business opportunities, and enhance cost-saving measures for recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town.



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- c. To grant Administration the discretion to evaluate and accept grants, corporate sponsorships, and community partnerships.
  - d. To support revenue-generating and cost-saving agreements, investments, and contributions from the private and non-profit sectors, helping to fund new capital projects and sustain the ongoing operations of recreation, facilities (including equipment), open spaces, and programs (including Town-hosted events) owned and operated by the Town of Crossfield.

## 1.0 Definitions

- 1.0 **Administration** includes the Chief Administrative Officer or designated Officer and can include various departments within the Town.
- 1.1 **Advertiser or Advertising** is an organization, group or company that pays for a product, event or job to be advertised within a Town facility.
- 1.2 **Chief Administrative Officer (CAO)** means the individual appointment by Council and established by Bylaw as the Chief Administrative Officer for the Town.
- 1.3 **Community Partnership** is a collaborative agreement between the Town and external organizations, businesses, or community groups. These partnerships are formed to support initiatives, programs, services, or infrastructure projects that benefit the community.
- 1.4 **Council** means the municipal Council of the Town of Crossfield.
- 1.5 **Enhancement Project** means a project that will add value to a recreation or cultural facility owned and operated by the Town.
- 1.6 **Fund Development** means the ongoing process to raise funds, the result of which may be a grant or a sponsorship.
- 1.7 **Grant** means funds dispersed by one party, often a Government Department, Corporation, foundation or Trust for a specific purpose.
- 1.8 **Naming Sponsorship or Naming Rights** means a Sponsorship arrangement where a Sponsor is given the right to name the Asset or a portion of the Asset in exchange for financial consideration.



- 1.9 **Partnership** is an exchange of funds, services or gifts in kind that is mutually beneficial.
- 1.10 **Sponsorship or Partnership Fulfillment** means a contractual agreement with a defined term over which an external organization (Sponsor) provides in-kind or financial support for a Town Asset in return for commercial, marketing, promotional benefits associated with being publicly denoted as a sponsor of the Town Asset.
- 1.11 **Town Asset or Asset** means any asset owned by the Town and managed directly by the Town or by a Partner, or any program, service, or event provided or organized by the Town.
- 1.12 **Town** means the Town of Crossfield, a Municipal Corporation of the Province of Alberta.

## 2.0 Application

- 2.1 This Council Policy applies to all Town operated assets, where assets are defined broadly as property, but are not limited to:
  - 2.1.1 Town-owned real property (facilities/green space/parks)
  - 2.1.2 Town-owned Property features and components (rooms/playgrounds/ice surfaces)
  - 2.1.3 Municipally coordinated events, special projects, programs and services
  - 2.1.4 Communications (publications/digital communication channels)
  - 2.1.5 Other relevant properties
- 2.2 The policy does not apply to:
  - 2.2.1 Municipal offices or non-public use Town facilities including but not limited to Town Office, and fire hall
  - 2.2.2 Public-private partnerships
  - 2.2.3 Town-owned facilities, programs and services that are operated by another organization except as outlined in operating, use, lease or service level agreements with the organization
  - 2.2.4 Gifts and donations



- 2.2.5 Sponsorship of assets owned by Related Authorities or Partners
- 2.2.6 The Town's sponsorship of external events, services/activities, or projects.
- 2.2.7 Grants obtained from other levels of government, foundations or trusts
- 2.2.8 Town sponsorship of external projects, programs or events where the Town provides funds to an outside organization
- 2.2.9 Street names

## **3.0 Accountability**

### 3.1 Council

- 3.1.1 Approves the list of Town assets that are available to be sponsored.
- 3.1.2 Establishes and reviews policies related to naming rights and sponsorships.
- 3.1.3 Reviews and approves facility naming right proposals.

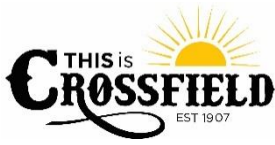
### 3.2 Administration

- 3.2.1 Conducts market research to establish the value of Town assets for naming rights and sponsorship opportunities.
- 3.2.2 Determines the appropriate methods for delivering sponsorships.
- 3.2.3 Negotiates and approves sponsorship agreements.
- 3.2.4 Negotiates naming rights agreements and presents to Council for approval.
- 3.2.5 Establishes process for tracking and reporting all corporate sponsorship and community partnership agreements.

## **4.0 Sponsorship Principles**

### 4.1 General

- 4.1.1 Under this policy, sponsorship relationships are defined as mutually beneficial agreements in which a corporation or organization



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provides financial support or in-kind contributions in exchange for recognition, acknowledgment, or promotional benefits. However, sponsoring a Town asset does not grant the sponsor any influence over the Town's business decisions or any benefits beyond those outlined in the sponsorship agreement.

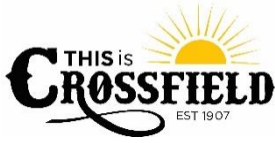
- 4.1.2 Corporate Sponsorship, Community Partnership and advertising revenue may only be accepted as a supplement to Town-approved initiatives.
- 4.1.3 Sponsorship, partnership and advertising must not compromise the character, integrity, aesthetic quality, or safety of a Town asset, nor should it unreasonably interfere with public use and enjoyment of the asset.
- 4.1.4 All sponsorship and naming rights agreements must be formalized through a written contract detailing the relationship, value exchange and asset usage and must have defined term lengths unless otherwise approved by Council, with naming rights requiring a minimum term of five (5) years.
- 4.1.5 Entering into a sponsorship or partnership agreement does not imply the Town's endorsement of a sponsor's products, services, or ideas. Similarly, sponsors may not suggest Town endorsement unless explicitly stated in the sponsorship or official supplier agreement.
- 4.1.6 Naming rights agreements may include category exclusivity within the sponsored asset or facility.
- 4.1.7 Agreements involving value-in-kind (VIK) contributions must ensure that the value received aligns with competitive industry rates and applies to offsetting budgeted line items (i.e. a product or service that was needed and budgeted for specifically). However, VIK agreements do not grant entitlements such as preferred vendor status or influence over the Town's competitive procurement process.
- 4.1.9 The Town may enter into a corporate sponsorship or community partnership agreement with an external party whereby the external party may contribute, in whole or in part, funds, goods, services to new facility capital enhancement projects, recreation, facilities (including equipment), open spaces and programs (including Town produced events) owned and operated by the Town.
- 4.1.10 The Town may not relinquish any aspect of its right to manage and control its recreation and cultural facilities through a sponsorship agreement.

## 4.2 Sponsorship, Partnership and Advertising Criteria

- 4.2.1 The Town will review all sponsorship, partnership and advertising proposals but reserves the right to decline any sponsorship at its sole discretion.
- 4.2.2 All corporate sponsorships, community partnership and advertising must comply with applicable federal and provincial laws, as well as all relevant Town bylaws, policies, and practices.
- 4.2.3 Sponsorship, Partnership and advertising must not provide any direct or indirect personal benefit to any Town official or employee.
- 4.2.4 The Town retains full ownership and control over all Town-owned and operated assets.
- 4.2.5 Sponsor benefits are strictly limited to those outlined in the sponsorship agreement.
- 4.2.6 Sponsorships or Partnership must not grant any competitive advantage, benefit, or preferential treatment beyond what is specified in the agreement.
- 4.2.7 Category exclusivity applies only to the sponsored asset and does not extend to exclusive privileges with the Town as a whole.
- 4.2.8 Category exclusivity for an asset does not extend to third-party users of Town facilities (e.g., Crossfield Municipal Library) unless explicitly stated in operating, use, lease, or service level agreements.

## 4.3 Restrictions

- 4.3.1 Corporate Sponsorship, Partnership and advertising within a Town facility must align with the target audience of that facility.
- 4.3.2 The Town will not solicit or accept sponsorship, partnership or advertising from companies or organizations whose business:
  - 4.3.2.1 Contradicts any Town bylaw or policy.
  - 4.3.2.2 Could compromise the Town's public image or reputation.
  - 4.3.2.3 Is likely to cause deep or widespread offense based on prevailing community standards.



- 4.3.3 For assets primarily serving children and youth, the Town will not accept sponsorship, partnership or advertising from companies or organizations involved in the production of alcohol or other addictive substances.
- 4.3.4 The Town will not solicit or accept sponsorship or advertising from companies or organizations that:
  - 4.3.4.1 Derive revenue from the production of tobacco.
  - 4.3.4.2 Are involved in pornography or illegal sexual services.
  - 4.3.4.3 Are engaged in armaments or weapons manufacturing.
  - 4.3.4.4 Are not in good standing with the Town (e.g., currently in violation of a bylaw or involved in litigation).
  - 4.3.4.5 Discriminate based on race, religion, or sex in their employment, marketing, or advertising practices.
- 4.3.5 To protect residents' privacy, sponsors will not be granted access to any personal information held by the Town.
- 4.3.6 The Town has no actual or implied obligation to purchase products or services from a sponsor.

## 5.0 Fund Allocation

- 5.1 Fund Development activities including the seeking of grants and sponsorships will be guided by professional practices as outlined in the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards of Professional Practice.
- 5.2 Fund Development will be undertaken in accordance with the accepted principles of sound business and financial management and generally accepted accounting principles.
- 5.3 Funds generated through the Sponsorship and Partnership program will not be used to service capital dept. However, they may be allocated to capital and operating budgets for maintenance and enhancement of the named asset, as well as for supporting programs and services directly related to the asset, expansion and capital projects.

- 5.4 The net operating surplus of the Sponsorship and Partnership program for all other assets will be transferred to the Sponsorship and Partnership General Reserve.
- 5.5 The Sponsorship and Partnership General Reserve will be used for new capital projects, capital renewal projects, new or enhanced programs and special projects.
- 5.6 Where there are costs associated with securing funds and fulfilling the contractual obligations with the sponsor or partner, these costs are reflected in the operating budget.

## **6.0 Evaluation**

- 6.1 Sponsorship and partnership opportunities will be evaluated on an asset-by-asset basis to determine best fit and alignment, and to assess that all provisions in the policy are satisfied.
- 6.2 Sponsorship and partnership proposals will be assessed using the following evaluation criteria:
  - 6.2.1 Quality and timeliness of product, and service delivered to the Town.
  - 6.2.2 Cost to the Town of sponsorship proposal.
  - 6.2.3 Value to the Town in cash, or in kind, of the proposal based on industry competitive rates.
  - 6.2.4 Compatibility of products and services with the Town's policies, standards and operating principles.
  - 6.2.5 Desirability, image and reputation of the proposed sponsor or partner.
  - 6.2.6 Timelines or readiness to enter into an agreement.
  - 6.2.7 Term of the agreement including a start and end date of the agreement.
  - 6.2.8 Conformity to facility development enhancement plans and operational goals.
- 6.3 Corporate sponsorship agreements shall be in the form of a legal contract that is provided by the Town.