



POLICY NUMBER: 5-1855-1

REFERENCE:

Corporate Sponsorship

ADOPTED BY:

Council
July 14, 2015

AMENDED DATE:

N/A

SUPERSEDES:

#019/97

DEPARTMENT:

Administration

EFFECTIVE DATE:

July 14, 2015

Policy Statement:

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The District of Ucluelet will provide an opportunity for businesses to make financial contributions towards programs, events, services or facilities in return for public recognition.

Definitions:

“Corporate Sponsorship” may be defined for the purposes of this policy by the following statements:

- a) Corporate Sponsorship gives on-going recognition through public awareness.
- b) The company may request exclusive marketing rights to promote their involvement with the infrastructure/activities as approved by the District of Ucluelet.

Guidelines:

1. District Goals, Objectives and Policies

Corporate involvement must not be in conflict with the goals, objectives, policies and bylaws of the District of Ucluelet and there will be no loss of District of Ucluelet jurisdiction or authority through corporate sponsorship.

2. Opportunities Offered Equitably

The District of Ucluelet must offer sponsorship opportunities to as many potential sponsors in any particular product or service category as possible, in order to be equitable.

- Corporate gifts and donations to the District of Ucluelet are outside of and unaffected by the corporate sponsorship program.



3. Signage

Signage that might form part of a corporate sponsorship agreement will conform to the District of Ucluelet's Signage Bylaw.

4. Press Release

No media materials discussing District of Ucluelet decisions will carry commercial corporate recognition of any sort.

5. Sponsored Materials

All sponsored products, materials and services must meet District of Ucluelet specifications and standards used in the purchase of similar materials.

6. Employee Participation

No employee shall be required to wear personal clothing with corporate logos or advertising.

7. Minor League Sports Teams

Neighbourhood sports teams (soccer, softball, etc.) are permitted to be sponsored by local businesses and merchants. These agreements may not form part of any District of Ucluelet sponsorship program.

The District of Ucluelet must approve corporate recognition on the District property, other than uniforms.

8. Evaluation

There will be an annual report of benefits and costs of corporate sponsorship.