

## Naming Rights and Sponsorship Policy



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Administration & Finance	November 25, 2025	160-2025	1	7
Subsection	Repeals By-law Number		Policy No.	
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### Policy Statement

The Corporation of the City of Kenora recognizes the value of partnerships with businesses, organizations, and individuals in enhancing recreation facilities, programs, and services for the community. Sponsorships and naming rights provide opportunities to generate revenue, support facility improvements, and expand recreational programming, while ensuring that public assets remain accessible and reflective of community values.

Through this policy, the City will establish a fair, transparent, and consistent process for managing sponsorship and naming rights opportunities. All agreements must protect the integrity of municipal assets, align with the City's strategic priorities, and contribute positively to the quality of life for residents and visitors.

### 1.0 Purpose

The purpose of this policy is to:

- Provide a consistent approach to negotiating and managing sponsorships and naming rights.
- Establish clear criteria and approval processes.
- Protect the integrity, image, and values of the City of Kenora.
- Ensure equitable recognition of partners while maintaining the public character of City assets.
- Generate incremental revenue to support capital renewal, facility improvements, and recreational programs.

### 2.0 Scope

This policy applies to:

- All City of Kenora recreation facilities, parks, trails, and associated amenities.
- Municipal recreation programs, special events, and community initiatives.
- Naming rights and sponsorship opportunities related to physical assets, digital platforms, and promotional materials.

This policy does not apply to:

- Donations, philanthropic gifts, or bequests.
- Advertising unrelated to the specific sponsorship initiative. i.e: arena ice advertising

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### 3.0 Definitions

3.1 In this policy, the terms below are defined as follows:

**Facility Component:** A portion of a facility (e.g., gymnasium, lobby, rink, scoreboard) eligible for individual sponsorship.

**In-kind Contribution:** Non-monetary support in the form of goods or services.

**Naming Rights:** A sponsorship agreement that provides naming opportunities for a facility or its components for a defined term and consideration.

**Recognition:** The acknowledgment granted to sponsors or naming rights holders, which may include naming rights, signage, media exposure, public announcements, or participation in events.

**Sponsorship:** A business agreement in which an external organization provides financial or in-kind support in exchange for public recognition, branding, or promotional benefits.

### 4.0 Guiding Principles

4.1 The City of Kenora will consider sponsorship and naming rights opportunities that:

- **Advance Community Goals:** Align with the City's strategic plans and enhance recreation opportunities.
- **Maintain Transparency and Fairness:** Follow a standardized process for evaluation and approval.
- **Promote Public Interest:** Uphold community values and ensure equitable access to facilities and services.
- **Protect Municipal Integrity:** Avoid associations that may harm the City's reputation or create conflicts of interest.
- **Respect Legacy:** Consider historical significance and community attachment to existing names.

### 5.0 Eligibility and Restrictions

5.1 The following organizations and individuals are ineligible:

- Those promoting alcohol, tobacco, cannabis, gambling, or adult entertainment (except where consistent with municipal or provincial policy).
- Organizations or individuals associated with hate speech, violence, or illegal activity.
- Political parties or candidates.
- Entities engaged in litigation with the City.

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### 6.0 Evaluation Criteria

6.1 All sponsorship and naming rights proposals will be assessed based on:

- Financial or in-kind value to the City
- Alignment with the City's Strategic Plan, Recreation Master Plan, or community development goals.
- Length and terms of the proposed agreement
- Impact on existing facility users or prior agreements.
- Sponsor's public reputation and record of community involvement.
- Opportunities for community engagement or program enhancement.

### 7.0 Approval and Authority

To ensure transparency, accountability, and alignment with municipal priorities, sponsorship and naming rights agreements shall be approved according to the following thresholds:

#### 7.1 Sponsorship Value Thresholds

- Up to \$10,000 annually (cash or in-kind): Approval by the GM of the appropriate department and or equivalent level of authority.
- \$10,001 to \$50,000 annually: Approval by the Chief Administrative Officer (CAO).
- Over \$50,000 annually or any naming rights agreements: Require approval by City Council through a formal staff report and recommendation.

#### 7.2 Council Approval

City Council retains exclusive authority for naming rights agreements, regardless of value. Council may direct that certain high-profile sponsorship agreements, even under \$50,000, be brought forward for their consideration if deemed in the public interest.

#### 7.3 Public Consultation

Public input may be required for full facility naming, renaming of existing facilities, or in cases where community heritage or legacy considerations are significant.

Public consultation shall be conducted for sponsorship or naming rights proposals when one or more of the following apply:

- Full Facility Naming or Renaming: Any proposal that involves the name of an entire recreation facility, park, or major community amenity.

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- Significant Historical or Community Value: Facilities, programs, or spaces with historical significance, cultural importance, or strong community attachment.
- High-Profile Sponsorships: Sponsorships or naming rights agreements with high public visibility or potential public impact, regardless of financial value.
- Potential Community Controversy: Where the proposed sponsorship or naming may generate public concern or debate.

Public consultation may not be required for:

- Minor Components or Amenities: Naming of small facility components, rooms, or digital programs where public interest is limited.
- Short-Term or Low-Impact Sponsorships: Sponsorships of limited duration, low value, or minimal public exposure.
- Programs with Established Guidelines: Recreation programs or special events where the naming opportunity follows routine policy procedures and does not impact community values.

The final determination of whether consultation is required will be made by City Council at the time a proposal is presented for consideration. Council may direct consultation even for minor opportunities if deemed in the public interest.

### 7.4 Legal and Administrative Review

All agreements must undergo legal review prior to execution to ensure compliance with municipal by-laws, risk management protocols, and contractual standards. The Finance Department shall review financial terms to ensure fiscal accountability and proper allocation of funds.

### 7.5 Signing Authority

Agreements authorized under this policy will be signed by the Mayor and Clerk for Council-approved agreements, or by the CAO/Director of the appropriate department for delegated approvals, in accordance with the City's Signing Authority practices.

### 7.6 Reporting

All approved sponsorships shall be reported annually to City Council as part of a City Sponsorship Report.

## 8.0 Agreement Terms

- Naming rights agreements will typically range from 5 – 10 years.
- Renewal and extension options must be outlined in the original contract.
- The City may terminate agreements if a sponsor's reputation or activities negatively impact the municipality.

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- Agreements must specify deliverables, financial contributions, timelines, and recognition standards.

### 9.0 Recognition and Communications

- Recognition may include signage, naming, public announcements, digital promotion, and inclusion in City publications.
- All signage must comply with municipal design standards, accessibility requirements, and applicable bylaws.
- Communications related to sponsorship will be coordinated through the City's Communications Department to ensure consistency and professionalism.

### 10.0 Annual Sponsorship Recognition

The City of Kenora Annual Sponsorship Recognition to formally acknowledge sponsors and naming rights partners.

This will:

- Publicly recognize all active sponsors and their contributions.
- Showcase how sponsorship revenue has supported facilities and programs.
- Provide networking opportunities between sponsors, staff, Council, and community stakeholders.
- Encourage sponsor renewals and new partnerships.

### 11.0 Roles and Responsibilities

- **City Council:** Approves naming rights and high-value sponsorship agreements.
- **Chief Administrative Officer:** Authorizes mid-value agreements and ensures corporate consistency.
- **General Manager of the Appropriate Department:** Administers the policy, negotiates agreements, and ensures compliance.
- **Communications Department:** Manages sponsor recognition, signage, branding, and promotion.

### 12.0 Monitoring and Reporting

- Sponsorship agreements will be reviewed annually to confirm compliance.
- A consolidated report on sponsorship activity, revenues, and recognition efforts will be presented to Council each year.
- Any breach of agreements will be addressed promptly and may result in termination.

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### 13.0 Policy Review

This policy shall be reviewed every five (5) years, or earlier if deemed necessary by Council, to ensure alignment with municipal priorities and best practices.

### Appendix A – Potential Sponsorship and Naming Rights Locations

#### Indoor Facilities:

- Community Centres (e.g., Kenora Recreation Centre)
- Arenas (e.g., Bowman Electric Keewatin Memorial Arena, others)
- Fitness Studios or Wellness Rooms
- Meeting or Program Rooms
- Lobbies / Reception Areas
- Scoreboards / Digital Display Boards
- Locker Rooms / Dressing Rooms

#### Outdoor Facilities:

- Sports Fields (soccer, baseball, softball, football)
- Tennis / Pickleball Courts
- Skate Parks / BMX Parks
- Splash Pads / Water Play Areas
- Trails and Pathways
- Parks and Picnic Shelters
- Playground Structures
- Outdoor Signage / Kiosks

#### Programs and Events:

- Recreation programs (youth camps, fitness classes, cultural programs)
- Special events (tournaments, community festivals)

#### Other Opportunities:

- Seasonal or thematic naming opportunities (e.g., “Summer Sports Series presented by [Sponsor]”)
- Digital media or online program sponsorships

#### Notes:

- All sponsorship locations are subject to review by the appropriate department and approval by Council when required.
- Some locations may have limitations based on safety, accessibility, or municipal branding guidelines.

## **Appendix B - Procedure for Soliciting Sponsorship and Naming Rights**

**Objective:** To establish a consistent, transparent, and equitable process for soliciting, evaluating, and approving sponsorship and naming rights opportunities for City of Kenora recreation facilities, programs, and events.

### **Procedure Steps:**

1. Identification of opportunities (reference Appendix A).
2. Market research and benchmarking.
3. Proposal development.
4. Solicitation through formal invitations.
5. Evaluation against financial, reputational, and community impact criteria.
6. Recommendation prepared by Director/GM or CAO.
7. Approval and agreement execution.
8. Implementation