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| Policy No: | CIIR - 001 |
| Department: | CORPORATE INITIATIVES & INTERGOVERNMENTAL RELATIONS |
| Subject: | CORPORATE PARTNERSHIPS POLICY |

CORPORATE PARTNERSHIPS POLICY

Intent of Policy

- To provide a policy that welcomes and encourages Corporate Partnership to assist in the provision of City services and projects
- To safeguard the City's corporate vision, image, assets, and interests while securing non-taxation revenue
- To highlight a centralized approach for Corporate Partnership with the function of a dedicated Municipal Partnerships Office

Definitions

For the purposes of this policy, the following definitions apply:

- "Corporate Partnership" is a mutually beneficial business agreement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to the City in return for commercial benefit. This benefit may take the form of sponsorship, publicity, promotional consideration, merchandising opportunities, etc. Because of these marketing benefits, corporate partnership does not qualify for a tax receipt.
- "Advertising" denotes the sale or lease of advertising or signage space on City-owned property. Unlike partnership, it involves the use of public advertising contracted at pre-determined rates for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any additional benefits beyond access to the space.
- "Corporate Naming Rights" means a mutually beneficial business agreement wherein an entity provides goods, services or financial support to the City in return for access to the commercial and/or marketing potential associated with the public display of the entity's name on a City facility for a finite period.
- "Naming Rights Holder" means the party which has been awarded the Naming Rights opportunity.
- "In-Kind" means goods or services of value to the City that are received.
- "Properties" refers to City assets. These include, but are not limited to, events, services, programs, activities, indoor and outdoor facilities, individual components of a facility, intellectual property, and other assets.

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- “Facilities” refers to indoor and outdoor City-owned spaces. These include, but are not limited to, buildings, parks, stand-alone sports fields, and theatres. Streets are exempt from this definition.
- “Individual components of a facility” means areas within a City facility. These include, but are not limited to, rooms, lobbies, gymnasiums, pools, arenas, fields, playgrounds, gardens, trails, ponds, and splash pads.
- “Pouring Rights” is a type of partnership where an entity purchases the exclusive right to supply beverages at a City facility or event.
- “Preferred Supplier Status” is a type of partnership where an entity has agreed to provide value-added support to the City in exchange for preferred status. Value-added support is typically provided by discounted pricing as well as cash, and/or goods and services.

Application of Policy

This policy applies to all business agreements between the City of Vaughan and private businesses, organizations, and individuals that contribute either financially or in-kind to City programs, services or facilities for the dominant purpose of being provided recognition, acknowledgement or other promotional considerations. A business agreement that is authorized by this policy is not considered to be procurement as defined by Policy No. PS – 003 - Consolidated Purchasing Policy, and the forthcoming updated Purchasing Policy.

This policy also applies to opportunities such as, but not limited to:

- Program and special event partnership
- Naming/renaming of a City facility endorsed by Council for such purposes
- Pouring Rights
- Preferred Supplier Status

This policy does not apply to:

- philanthropic contributions, gifts, or donations in which goods are voluntarily transferred by a third party to the City without expectation of return. In such instances, no valuable consideration is provided to, and no business relationship exists with, the third party. Donations generally qualify for a tax receipt, and must follow the policies of the Canada Revenue Agency (CRA).
- grants obtained from other orders of government, foundations, trusts, etc.
- corporate partnership agreements that pre-date this policy, however renewals will be subject to this policy.

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- City sponsorship support of external projects where the City provides funds to an outside organization.
- partnerships with non-profit organizations or other public sector organizations such as school boards and governments.

Authorization

City staff, in coordination with the Municipal Partnerships Office, are authorized to enter into partnership agreements as per the limits outlined in the Corporate Partnerships Procedures, approved from time to time by the City Manager, and provided they have satisfied all provisions of this Policy.

Policy Principles

- This policy supplements existing City policies and guidelines, but replaces the policies listed in the 'Intent of Policy' section. In the event of conflict between this policy and other City protocols involving corporate partnerships, sponsorships, and corporate naming rights, this policy will prevail.
- The City shall retain ownership and control over any sponsored property and of the planning and delivery of partnership activities.
- The City does not endorse the products, services, or ideas of any corporate partner.
- Agreements shall not in any way invoke future consideration, influence or be perceived to influence the day-to-day business of the City.
- The City reserves the right to terminate an existing agreement at its sole discretion and at any time should conditions arise that makes it no longer in the best interest of the City to continue the partnership.

Partnership Criteria

- The City will consider all partnership proposals but has no obligation to accept any of them. The City reserves the right to refuse any proposal, including, but not limited to:
 - Those submitted by third parties whose activities are perceived to be incompatible with the City's goals, values or mission
 - Those submitted by third parties that are not in good standing with the City, including:
 - a) Being the current subject of legal proceedings by the City of Vaughan
 - b) Being convicted by a court of such a matter set out in (a) where the contravention remains
 - c) Being a named party in litigation, judicial or arbitral proceedings against or by the City with respect to any procurement, contract or business transaction
- The City will not solicit or accept partnership from entities that promote, endorse, or any other way supports:

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- Tobacco
- Pornography
- The support of, or involvement in the production, distribution, and sale of weapons and other life-threatening products
- Terrorism
- Religion
- Any activity which, if associated with the City, may constitute a reputational risk for the City as determined by City staff
- Partnerships shall conform to all applicable federal and provincial statutes, and to all applicable City by-laws, policies, practices, regulations, and the Liquor Licensing Board of Ontario for any partnerships with alcohol companies.
- The City will only accept partnerships that do not disparage any City service or promote a product by drawing a negative comparison with a City service.
- The partnership must not confer a personal benefit, directly or indirectly, to any particular City employee or official.
- There shall be no actual or implied obligation to purchase the product or services of the partner, outside any obligations set out in the partnership agreement.
- The partnership must not interfere with existing contractual obligations.
- Advertising devices used by partners must not impact the quality and integrity of the City's facilities and streets, and must not increase any risks to safety.

Naming Rights Partnerships

- The naming or renaming of City facilities or individual components of facilities may be considered as an opportunity for entities.
- The City shall retain ownership and control over any named property.
- The naming right must not impair in any way the City's ability to manage the property.
- Naming Rights for Vaughan City Hall will not be considered, but the naming or renaming of individual components within Vaughan City Hall (rooms, lobbies, etc.) may be considered and approved by Council on a case-by-case basis.
- Naming Rights for facilities with names of historic significance or heritage sites would only be considered for individual components within such facilities, not for overall renaming. These individual components of a facility will be considered and approved by Council on a case-by-case basis. For example, rooms, an art exhibition wall, playground, or structure within a heritage site could be considered.

Existing Policies

- This policy will repeal and replace the following policy:
 - Policy No. RC - 003 – Partnerships Policy (dated 97.04.14)

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- Policy No. TPF – 006 (formerly 11.04.3) – Naming City Parks, Open Spaces, Community Facilities and other Municipal Buildings and Properties (dated 10.06.08) should take precedence over this policy in so far as it relates to contributions from individuals, families, community service organizations, and foundations.

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