

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE: CORPORATE SPONSORSHIPS**

**POLICY NUMBER: ADMIN - 205**

<i>Date of Council Adoption:</i> <b>September 11, 2000</b>	<i>Date of Last Amendment:</i> <b>June 10, 2019</b>
<i>Council Resolution Number:</i> 2009-477, 2013-082, 2015-309	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> July 27, 2015

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**Policy:**

Under the direction of the Chief Administrative Officer (CAO) staff will undertake to secure corporate sponsorships of City events, facilities, equipment, programs and activities with the following exceptions:

1. Where a contract is required to be executed which has a value greater than \$150,000 in one year, or is a multi-year contract with a total value in excess of \$300,000 it shall require the approval of Council.

Note: The Chief Administrative Officer will inform Council of any award of contract for corporate sponsorship of City events, facilities, equipment, programs and activities with a value greater than \$25,000.

2. If the terms of a sponsorship require the renaming of a City produced or co-produced major event or a facility or the permanent prominent display of the sponsor's name or logo on a facility, such an agreement shall first require the approval of Council. This does not include the Centennial Arena advertising boards, the ballpark advertising boards, the lacrosse box advertising boards, event signage, or other minor display items and paraphernalia.
3. Sponsorships from commercial product or service providers, which are of a questionable nature and are likely to reflect unfavourably upon the City, are not acceptable. If there is some question on interpretation of this, the matter shall be referred to Council.
4. Sponsorships concerning the use of banned or addictive substances including tobacco, cannabis and liquor shall not be accepted.
5. Sponsorships for events will not be accepted from individuals / companies or corporations who have a pending development application, or expect to apply for a development application within six (6) months with the City of White Rock.

**Rationale:**

The policy provides staff with guidance required to solicit corporate sponsorship funding.