



City of
Peterborough

To: **Members of the Museum & Archives Advisory Committee**

From: **Susan Neale, Museum Director**

Meeting Date: **January 14, 2016**

Subject: **Report MAAC16-002
Sponsorship, Naming Rights and Advertising Policy**

Purpose

A report to present to Committee the City of Peterborough's Sponsorship, Naming Rights and Advertising Policy.

Recommendation

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC16-002 dated January 14, 2016, of the Museum Director, as follows:

That the City of Peterborough's Sponsorship, Naming Rights and Advertising Policy be received for information (Appendix A).

Budget and Financial Implications

There are no budget or financial implications associated with the recommendation.

Background

The City of Peterborough is seeking creative ways to continue or improve service delivery to its citizens, customers and visitors, while at the same time minimizing the financial impact to taxpayers. November 23, 2015, the City of Peterborough Budget Committee approved Report CPFS15-054 Sponsorship, Naming Rights and Advertising Policy (Appendix A).

Report CPSF15-054 articulates the budget and financial implications, the background, current situation, challenges and more.

Sub-section “Future Opportunities for Sponsorship, Naming Rights and Advertising” (page 3) lists ideas for future opportunities, including ideas to explore at the Peterborough Museum & Archives.

The Draft 2016 Budget includes a new Corporate Sponsorship Coordinator that would work with the Corporate Services Department and lead the City’s sponsorship initiative.

Responsibilities of the Museum & Archives Advisory Committee

The Sponsorship, Naming Rights and Advertising Policy sets the guidelines for staff and potential partners, as well as the role of local boards or committees:

Section 5: Defining the Responsibilities of Administering this Policy

5.3 Responsibilities of Local Boards or Committees

Where Naming Right opportunities are identified for Assets, or portions of Assets, that are within the responsibility of a Local Board or Committee such as, but not limited to, the Peterborough Library Board, Art Gallery Board or Arenas, Parks and Recreation Advisory Committee, the Local Board or Committee will approve such opportunities.

Section 9: Approval Authority

9.1 Award Approval

9.1.7 Approval will also be sought from any Local Board or Committee such as, but not limited to, the Peterborough Library Board, Art Gallery Board or Arenas, Parks and Recreation Advisory Committee, for awards for Naming Right opportunities for Assets, or portions of Assets, that are within their responsibility before the final award approval is requested.

Summary

The Sponsorship, Naming Rights and Advertising Policy and the new Corporate Sponsorship Position will generate non-tax revenue while providing a venue for willing partners to gain exposure for their products and services.

Submitted by,

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Museum Director

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Attachments:

Appendix A – Report CPFS15-054 Sponsorship, Naming Rights and Advertising Policy

Appendix A

Report CPFS15-054 Sponsorship, Naming Rights and Advertising Policy