



City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Karen Rennie, Manager of Arts, Culture and Heritage Division

Meeting Date: April 8, 2021

Subject: Report ACHAC21-011
Presentation on Draft City of Peterborough Sponsorship Policy

Purpose

A report for information and to seek comment from the Arts Culture and Heritage Advisory Committee (ACHAC) in regard to an updated Corporate Sponsorship Policy.

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC21-011, dated April 8, 2021 of the Manager of Arts, Culture and Heritage, as follows:

That the presentation by the City Corporate Sponsorship Coordinator, Scott Elliott be received for information and comment.

Budget and Financial Implications

There are no direct budget or financial implication with the policy update. The policy will apply to all City staff and will support the City's abilities to generate non-tax revenue in support of program and service delivery.

Background

The City initiated a Corporate Sponsorship policy and program in 2016. The City's Corporate Sponsorship team works with program area staff to develop sponsorships that align with program and service delivery and generate new (not tax) revenues. Revenues from sponsorships are allocated back to program budgets.

Scott Elliott is the City's Corporate Sponsorship Coordinator tasked with the Sponsorship Program's development and coordination.

The City's Corporate Sponsorship policy has been developed to achieve City objectives, provide a framework for sponsorship development, and align with sponsorship industry best practices.

The City's Corporate Sponsorship policy requires approval from Council before it is adopted for use. City staff are seeking comments from Advisory Committees and Boards where appropriate. Advisory Committees are asked to focus comments on the following key questions relating to the policy:

- Is Corporate Sponsorship an appropriate activity for those programs or services delivered under the program area associated with the Advisory Committee? If the Committee does not support sponsorship activities, please provide specific rational.
- Are the processes for sponsorship activities outlined within the Policy sufficient to ensure sponsorship is an effective and beneficial tool to achieve City objectives? If not, please specify suggested changes.
- Are the statements in the Policy clear or easily understood?
- Are there any potential omissions in the Policy that should be given consideration?
- In the context of Appendix A – Sponsorship Assets, are there any specific assets which the committee recommends against using for sponsorship?
 - Note: Assets that have not been identified or included in Appendix A, may still be added as per the Phase 1 approval process outlined within the Policy. It is anticipated that the Sponsorship Asset Inventory will be evolving and growing as directed by the respective program areas, with consultation from advisory committees, where appropriate. Assets that are not listed in the Asset Inventory are not available for sponsorship until approved to be added to the inventory.

All comments and advice from ACHAC will be taken under consideration by Staff prior to making a recommendation to Council. Where comments or advice does not result in changes to the Draft Policy, the Committee's advice will be shared with Council within the Staff report.

Submitted by,

Karen Rennie
Manager, Arts, Culture and Heritage Division

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Attachments:
Appendix A – Sponsorship Asset Inventory
Appendix B – Draft Sponsorship Policy