



City of
Peterborough

The Corporation of the City of Peterborough

Policy Number 0036

Sponsorship Policy

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Part 1 Purpose

1.1 The City of Peterborough (City) welcomes mutually beneficial Sponsorships as a mechanism to:

- 1.1.1 Generate new non-tax revenue streams to help fund municipal priorities and offset municipal costs by leveraging City investments in community programs and facilities.
- 1.1.2 Support Sponsors and stakeholders in achieving their business objectives, increasing their visibility in the community, and reaching customers in unique environments.

1.2 This Policy, together with the related procedures, provides a clearly defined framework for Sponsorship development that:

- 1.1.1 Supports the City's compliance with relevant federal, provincial, and municipal laws and regulations.
- 1.1.2 Supports the City's direction to Sponsor with appropriate businesses that align with the City mandate and brand.
- 1.1.3 Ensure openness, accountability and transparency while protecting the best interests of the City of Peterborough.
- 1.1.4 Provide clear direction to City staff who have Sponsorship responsibilities.
- 1.1.5 Establishes clear roles, responsibilities, and requirements for the City and its Sponsor to follow when entering into Sponsorship Agreements.
- 1.1.6 Sets clear roles, responsibilities, and expectations within the Corporation for identifying, soliciting, developing, managing, and approving Sponsorships.

Part 2 Application

2.1 This Policy applies to:

- 2.1.1 All Sponsorship Assets, as defined within this Policy.
- 2.1.2 All City staff involved in or responsible for generating, managing and/or approving Sponsorships involving Sponsorship Assets.
- 2.1.3 All third-party agreements for use of a Facility by a Sponsor. Third-party agreements, relating to the use of Sponsorship Assets, may contain exceptions to this Policy.

2.2 Sponsorship activities are coordinated by the Communication Services Division in conjunction with the City Program Area responsible for the Asset.

- 2.2.1 The Communication Services Division is responsible for Sponsorship Solicitation; managing relationships with Sponsors and prospective Sponsors; negotiating, administering, and activating Sponsorship Agreements; and ensuring that Sponsorships are in accordance with the Policy.
- 2.2.2 Program Areas will be engaged in Sponsorship opportunities and will have primary responsibility for Sponsorship Fulfillment and to ensure compliance with other relevant City policies.
- 2.2.3 Approval of Sponsorship Assets for Sponsorship solicitation will be in accordance with Part 9.2 of this Policy.
- 2.2.4 Approval of Sponsorship Agreements will be in accordance with Part 9.3 of this policy.

2.3 This Policy does not apply to:

- 2.3.1 Recognizing significant local events, people, or geographic features through the naming of streets, parks, and municipal buildings/facilities for which the City has a “Commemorative Naming Policy”.
- 2.3.2 Unsolicited donations, philanthropic donations or Gifts which are eligible for an income tax receipt.

Part 3 Definitions

Activation – The activities undertaken to leverage the Sponsorship rights purchased (e.g. communications, marketing, production)

Administrative Staff Committee – A Committee comprised of the Chief Administrative Officer, Commissioners, and other staff as determined by the Chief Administrative Officer.

Advertising – A type of Sponsorship activation whereby space on City property is used by a third party for placement of a message or communication for a specific period.

Approval Authority – The level of approval required within the City to:

1. Approve a Sponsorship Asset into the City's Sponsorship Asset Inventory, which is then available for Sponsorship Solicitation.
2. Approve a Sponsorship Agreement relating to a Sponsorship Asset.

Asset Bundling – The grouping together of Sponsorship Assets into a package which offers added value to the Sponsor; creates efficiencies and increases revenue to the City. A bundled package may include Assets from multiple Program Areas. **Bundled Assets** has a corresponding meaning.

Audience Fit – Alignment of a Sponsor's target market and the audience associated with a Sponsorship Asset.

Chief Administrative Officer (CAO) – The most senior staff position in the City's administrative structure.

City – The Corporation of the City of Peterborough.

Clerk – The City Clerk, or Deputy Clerk as appointed by City Council.

Commissioner – The head of a Department within the Corporation of the City of Peterborough including his or her Designate.

Corporate Sponsorship Coordinator (Sponsorship Coordinator) – The position in the Corporation that leads Sponsorship development.

Council – The Council of the City of Peterborough duly elected.

Designate – The authorized designate of a person identified in this Policy who has specific approval or signing authority. Authorization to become a designate is effective only when made in writing by the person delegating the authority and must be approved by the Commissioner of Corporate and Legislative Services or by the Chief Administrative Officer.

Facility – A City property that houses a building, park, recreational complex, or other City infrastructure.

Fulfillment – The specific activities the City must complete to fulfill its obligations under an approved Sponsorship Agreement.

Gift (Donation) – A voluntary contribution, in the form of cash or an In-kind Contribution, to the City for which there is no reciprocal commercial benefit expected or required from the City.

In-Kind Contribution – A contribution received in the form of goods and/or services rather than cash. In-Kind Contributions can be a Gift or included in a Sponsorship Agreement.

Mayor - The duly elected Mayor of the City of Peterborough or the person(s) appointed by Council to act in the Mayor's stead.

Municipal Councillor (Councillor) – An individual elected as a Councillor or as the Mayor for the City.

Naming Right (Naming) – A sponsorship for the exclusive right to name a City Facility, part of a Facility, a service, program or event.

Program Area – The area within the municipal corporation under the direction of a Program Manager who has operational responsibility for a Sponsorship Asset.

Program Manager – The position within the municipal corporation that has decision-making authority and responsibility for operating a City facility, program, or service.

Sponsor – a signatory to a Sponsorship Agreement. Sponsors can be individuals, businesses, community groups, foundations, and other governments. Sponsors can be for-profit, or not-for-profit entities.

Sponsorship – A mutually beneficial arrangement between the City and a Sponsor wherein the Sponsor contributes cash or an In-Kind Contribution to the City in exchange for defined rights to a Sponsorship Asset.

Sponsorship Agreement (Agreement) – A binding contract between the City and one or more Sponsors.

Sponsorship Assets (Assets) – Tangible or intangible property of the City, which may include, but is not limited to: City programs, services, events, facilities, structures, parks, signage, publications, websites, social media platforms for which Sponsorship rights are approved for solicitation.

Sponsorship Asset Inventory (Asset Inventory) – An approved listing of Sponsorship

Assets that have value to potential Sponsors and for which the City may wish to sell rights and enter into a Sponsorship Agreement. The Inventory provides the Asset details, the estimated value, and the Asset term.

Strategic Fit – The extent to which there is alignment in goals, values, and strategic direction between a potential Sponsor and the City.

Part 4 Sponsorship Guiding Principles

4.1 General Guidelines

- 4.1.1 Maximize non-tax revenues and target sustainable revenue growth.
- 4.1.2 Enhance and improve City facilities and services without adding to the tax burden.
- 4.1.3 Enrich the lives of residents by improving their overall experience and enjoyment of City facilities or services.
- 4.1.4 Safeguard and promote the City's brand, values, image, and Assets.
- 4.1.5 Support business development and investment in the community.
- 4.1.6 Align Sponsorship Assets with Sponsors to ensure Audience Fit and Strategic Fit that adds to a user experience.
- 4.1.7 Optimize revenue growth through innovative and responsive approaches to Sponsorship development.

4.2 Sponsor Benefits and Commitments

- 4.2.1 Sponsorship benefits are limited to those expressly stated in the Agreement.
- 4.2.2 Sponsorships must not result in any competitive advantage, benefit, or preferential treatment for the Sponsor outside of the terms of a Sponsorship Agreement.
- 4.2.3 Sponsors are prohibited from implying that their products, services, or ideas are sanctioned or endorsed by the City.
- 4.2.4 Activation and Fulfillment costs of a sponsorship are above and beyond the Sponsorship rights fees and will be at the Sponsor's

expense, unless otherwise identified in the Agreement.

4.3 Sponsorship Costs, Expenditures, and Revenues

- 4.3.1 Sponsorships must not create ongoing financial obligations for the City.
- 4.3.2 Sponsorships must not result in any added costs or expenditures for the City outside of the terms of the Sponsorship.
- 4.3.3 Where the City is procuring the Activation and/or Fulfillment activities on a Sponsor's behalf, at the Sponsor's expense, the City's procurement by-law will be followed.
- 4.3.4 Where the City's procurement process limits a Sponsor's Activation and/or Fulfillment requirements, the Sponsor's may assume direct responsibility for procuring, managing, and coordinating the Activation or Fulfillment activities and liaising with City staff on install of production assets on City property.
- 4.3.5 When Activation or Fulfillment of Sponsorships results in a tangible product, ownership of that product will default to the Sponsor, unless specifically stated otherwise in the Sponsorship Agreement.
- 4.3.6 When Activation or Fulfillment of a Sponsorship results in an intangible product or benefit, ownership of benefit will default to the City, unless specifically stated otherwise in the Sponsorship Agreement.
- 4.3.7 Expenses for products purchased from a Sponsor, where the Sponsor is the supplier or manufacturer of the product(s), may be single sourced where it is specifically stated with in a Sponsorship Agreement.
 - a In-kind Sponsorships will be administered and accounted for in a way to ensure Canada Revenue Agency tax compliance.
 - b The threshold for single source purchase from a sponsor will not exceed the value of the Sponsorship.
- 4.3.8 Sponsorship revenues will be allocated as part of the City's annual budget process in accordance with the following commitments:
 - a To enhance service delivery or capital requirements through one-time costs for the Program Area where the revenue was generated.
 - b To fund the overall administrative costs and staffing to coordinate the Corporate Sponsorship program.

- c For other purposes as directed by Council.

- 4.3.9 In evaluating potential Sponsorships, the City will consider all costs to be incurred when determining the viability of the revenue including, but not limited to, operating, maintenance, production/design fees, disposal value and disposal costs. Where appropriate, the net value of the annual revenues/costs will be considered.
- 4.3.10 Prices and authority levels stated in this Policy do not include any applicable taxes.

4.4 Accessibility

- 4.4.1 The Sponsor should ensure their employees, agents, volunteers, or others they are responsible for, complete accessibility training as required by section 7 of the Integrated Accessibility Standards Regulation, as is appropriate to the Sponsorship activity with the City.
- 4.4.2 The Sponsor should ensure accessibility design, criteria and features be incorporated into any Sponsorship. Examples include, but are not limited to:
 - a Public Spaces: The Sponsor should ensure that sponsorship activations in public spaces complies with the Design of Public Spaces Standards made under Part IV.1 of the Integrated Accessibility Standards, or “IAS” regulation, as amended.
 - b Buildings: The Sponsor should ensure sponsorship activations in buildings complies with the accessibility requirements of the Ontario Building Code, or “OBC”, as amended.
 - c Websites: The Sponsor should ensure sponsorship activations on websites complies with the World Wide Web Consortium, or “W3C” Web Content Accessibility Guidelines, or “WCAG” 2.0 at level AA, other than success criteria 1.2.4 Captions (Live), and success criteria 1.2.5 Audio Descriptions (Pre-recorded).
 - d Non-Web-based Media: The Sponsor should ensure sponsorship activation in non-web-based media, such as documents, billboards, and signage, meets the City’s Guide to Accessible Documents, as amended.
- 4.4.3 If any requirements of 4.5.2 cannot be met, the Sponsor will provide

explanation, if requested.

Part 5 Responsibilities for Administering this Policy

5.1 Responsibilities of City Council

- 5.1.1 Approve the process for identifying new Sponsorship Assets and approving Sponsorship Agreements as outlined in this policy.
- 5.1.2 Approve new Sponsorship Assets to be available for Sponsorship when the value threshold meets the conditions of this policy, including all Naming Rights for entire Facilities regardless of value.
- 5.1.3 Approve Level 4 Sponsorship Agreements as set by this policy.

5.2 Responsibilities of Local Boards or Advisory Committees

- 5.2.1 Local Boards or Advisory Committees, such as, but not limited to, Arenas, Parks and Recreation Advisory Committee, Arts, Culture and Heritage Advisory Committee, Art Gallery of Peterborough Board, Municipal Heritage Advisory Committee (PACAC), Museum & Achieves advisory committee, Peterborough Library Board, and Public Art Advisory committee will be consulted on Sponsorship Assets within the scope of their advisory capacity.

5.3 Responsibilities of the CAO

- 5.3.1 Coordinate a Sponsorship program on behalf of the City in accordance with the provisions of this Policy. In carrying out this responsibility, the CAO may appoint designated persons to act on their behalf.
- 5.3.2 Be responsible for the administration of this Policy
- 5.3.3 Ensure that business transactions are conducted ethically and professionally.
- 5.3.4 Provide written authorization of Designates as requested by Commissioners.

5.4 Responsibilities of Commissioners

- 5.4.1 Ensure that all Assets, programs, events, activities, etc. within their

department are reviewed for their Sponsorship potential.

- 5.4.2 Approve Sponsorship Assets in accordance with this policy prior to being made available for Sponsorship opportunities. If unsure, a Commissioner will seek direction from the CAO, as appropriate.
- 5.4.3 Designate staff who will support Sponsorship Activations in accordance with this Policy.
- 5.4.4 Determine appropriate delegated signing authority of staff in their departments as authorized by this Policy.
- 5.4.5 Coordinate with the Corporate Sponsorship Coordinator in preparing approval reports, where required, in accordance with formats satisfactory in content to the CAO.
- 5.4.6 Coordinate with the Corporate Sponsorship Coordinator after approval, and prior to the commencement of the Sponsorship, all mandatory documentation has been obtained, including but not limited to a signed agreement .

5.5 Responsibilities of Corporate Sponsorship Coordinator:

- 5.5.1 Prepare or assist the City Solicitor in the development and approval of Agreements.
- 5.5.2 Ensure all relationships with Sponsors are administered in accordance with this Policy and the respective Sponsorship Agreements.
- 5.5.3 Prepare approval reports, where required, in accordance with formats and content satisfactory to the CAO.
- 5.5.4 Ensure that after approval, and prior to the commencement of the Sponsorship, all mandatory documentation has been obtained and an Agreement has been executed.
- 5.5.5 Develop and Implement corporate Sponsorships.
- 5.5.6 Maintain accounting records as required.

Part 6 Standards and Limitations

6.1 All Sponsorships must comply with the following industry standards and

legislation:

- 6.1.1 Must meet the *Canadian Code of Advertising Standards*, as amended from time to time.
 - 6.1.2 Must comply with the laws, statutes regulations and by-laws in force, as amended from time to time, including the *Canadian Criminal Code* and all Industry Advertising Regulations.
- 6.2 The City reserves the right to refuse a Sponsorship with a potential Sponsor that, in the sole discretion of the City, is an inappropriate Sponsor for the City. Examples of inappropriate Sponsors may include, but are not limited to those that:**
- 6.2.1 Do not meet the requirements of this Policy.
 - 6.2.2 Could reflect negatively on the City's public image or prove detrimental to the City's integrity and/or reputation.
 - 6.2.3 Present a real or potential conflict of interest for the City or for the potential Sponsor.
 - 6.2.4 Sponsorships that do not align with the audience or mandate of a specific asset.
 - 6.2.5 Involve a Sponsor who is not in good financial standing with the City.
 - 6.2.6 Involve a Sponsor that is disqualified from doing business with the City due to ongoing litigation, prior litigation, or other infringements against the City.
 - 6.2.7 Involve a Sponsor that produces, distributes, sells or promotes products or services that may reflect negatively on the City's public image or be detrimental to the City's integrity or reputation (e.g. pornography or sexual services; products that promote violence, etc.).
 - 6.2.8 Involve a Sponsor that promotes religious, political, or other potentially divisive messages specific to any group or faction.
 - 6.2.9 Involves images or messages that are derogatory, prejudicial, harmful to or intolerant of any specific group or individual.
- 6.3 The City, in its sole discretion, retains the right to approve the content of any sponsorship creative, branding, messaging, or other activation to be installed, placed, or deployed on any City property, including any approved use or**

reference to the City brand or logo. All sponsors must obtain prior documented approvals of any proposed creative, branding, messaging, or other activations to be implemented as part of a sponsorship of a City program, facility, or service. City approvals of sponsors content will be based on the following standards:

- 6.3.1 Sponsors must not advocate violence, or terrorism.
- 6.3.2 Sponsors must not undermine the City's objectives of providing safe, and welcoming services and programs to the community.
- 6.3.3 Sponsors must not expose or tend to expose any person or class of persons to hatred, or discrimination.
- 6.3.4 Sponsors must not promote messages or images that are offensive or disturbing to community standards.
- 6.3.5 Sponsors must not undertake marketing or communications that are, for any reason, demonstrably justified as being harmful, contradictory, or negatively impacting the delivery of community services or programs by the City.

Part 7 Soliciting Sponsorships

7.1 The City recognizes that soliciting Sponsorship is a strategic and competitive activity in which:

- 7.1.1 The City is in competition with other organizations also seeking Sponsorship revenue.
- 7.1.2 Prospective Sponsors are often overwhelmed with multiple requests and proposals from those seeking Sponsorship revenues.
- 7.1.3 The alignment of values and goals between Sponsors is paramount to the success and longevity of Sponsorships.
- 7.1.4 Sponsorship development involves building key strategic relationships over time as well as responding to sudden and unexpected opportunities as they arise.
- 7.1.5 An open exchange of ideas and expectations is required to determine if there is an alignment between the City's and the prospective Sponsor's objectives.

7.2 Sponsorships may arise from competitive processes, non-competitive processes, direct solicitation, or unsolicited proposals. Such activities may include, but are not limited to:

- 7.2.1 Formal competitive processes where there are many interested and comparable potential Sponsors.
- 7.2.2 Direct targeting of prospective Sponsors based on potential Audience Fit and Strategic Fit.
- 7.2.3 Responding to unsolicited proposals.
- 7.2.4 Marketing, communications, and promotional activities intending to attract prospective Sponsors.
- 7.2.5 Formal and informal networking, outreach, and relationship building activities.
- 7.2.6 Sponsorship development activities that support the following objectives:
 - a Solicitation of prospects where there is strong alignment in terms of Strategic Fit and Audience Fit.
 - b Customized Sponsorships that fit an opportunity and position the City competitively.
 - c Expedite Sponsorship development and revenue generation.
 - d Remove barriers that unnecessarily jeopardize Sponsorship development.
 - e Enabling the City to quickly respond to opportunities as they arise.
 - f Allow Asset Bundling and Renewals where there is strong alignment in terms of Audience Fit and Strategic Fit.
- 7.2.7 To support transparency about Sponsorship activities and potential Sponsorship opportunities, the Asset Inventory will be available on the City's website.

Part 8 In-House Advertising

- 8.1 Internal use of Sponsorship Assets to market City programs and services should not result in lost revenue to the City.**
- 8.2 City Program Areas may request use of a Sponsorship Asset to market City programs and services subject to the following:**
 - 8.2.1 Consideration of requests for internal use of Sponsorship Assets will

balance the interests of revenue generation against the need for cost effective marketing which promote City programs and services.

- 8.2.2 A City Program Area may be granted use of a Sponsorship Asset at full cost, at a reduced cost, or at no cost subject to the recommendation of Communication Services Division, that will consider whether the Sponsorship Asset is unsold and the level of demand, internally and externally, for the Sponsorship Asset.

8.3 When it is determined that a fee is required for internal use of a Sponsorship Asset, the fee to be charged for that use will be determined according to:

- 8.3.1 Current and future anticipated demand for the Asset.
- 8.3.2 Current and past revenues for the Asset.
- 8.3.3 The number of other Assets available in the Asset Inventory.

8.4 When internal use of a Sponsorship Asset is likely to result in lost revenue to the City, an appropriate fee must be agreed upon as an internal cost to use that asset. Decisions relating to internal use of Sponsorship Assets and the fees to be charged will:

- 8.4.1 Be based on a recommendation made by the Sponsorship Coordinator who will assess current and future demand, revenue potential, and inventory levels.
- 8.4.2 Reside with the Program Manager who has responsibility for the Asset under consideration.
- 8.4.3 And where there is disagreement about an Asset, the commissioner who is responsible for the asset will make the final decision.

8.5 All activation costs related to the internal use of the Asset are the responsibility of the Program Area that is using the Asset to promote its programs or services.

Part 9 Approval Authority

9.1 Prior to selling a Sponsorship Asset, two phases of approval must be completed. The two approvals occur as identified below:

- 9.1.1 Phase 1 Approval – Approval of a Sponsorship Asset being added to the City's Sponsorship Asset Inventory to be available for

Sponsorships (refer to 9.2).

- 9.1.2 Phase 2 Approval – Approval of a Sponsorship Agreement (refer to 9.3).

9.2 Phase 1 – Approval of Sponsorship Assets to the City’s Sponsorship Asset Inventory requires:

- 9.2.1 Approval Authority set out in the Phase 1 table below.
- 9.2.2 Must be in accordance with the notes included at the end of the Phase 1 Asset Approval Authority Table.

Phase 1 – Sponsorship Asset Approval Authority Table

Asset Level	Estimated Value	Approval Authority
Level 4	>\$25,000/year	Council
Level 3	\$15,001 - \$24,999/year	Administrative Staff Committee
Level 2	\$5,000 - \$15,000/year	Commissioner
Level 1	< \$5,000/year	Program Manager

- a To be added to the Sponsorship Asset Inventory, all Sponsorship Assets require involvement of the City’s Sponsorship Coordinator.
- b Each Approval Authority level above automatically encompasses the approvals required in the levels below it.
- c Naming Rights for an entire Facility requires consultation with the appropriate Advisory Committee and Council approval before being added to the Asset Inventory.
- d Each Asset, upon being proposed for approval to the Asset Inventory, will be assigned an Asset Level by the Sponsorship Coordinator. The Asset level is a component of the Asset and is subject to the Phase 1 Approval Authority,
- e The Asset Level approved into inventory establishes the Phase 2 Approval Level for the Sponsorship Agreement. See Phase 2 Sponsorship Agreement Approval Authority Table below.
- f Sponsorship Assets which have been approved for potential Sponsorship use will be unavailable for other commemorative or Naming Rights uses unless the Sponsorship Asset has been removed from the

Sponsorship Asset Inventory.

- g Sponsorship Assets may be removed from the Sponsorship Asset Inventory by the Phase 1 Approval Authority.

9.3 Phase 2 - Approval of a Sponsorship Agreement requires:

- 9.3.1 Phase 1 approvals for any asset outlined in the Sponsorship Agreement.
- 9.3.2 Approval by the Approval Level as set out in the Phase 2 Sponsorship Agreement Approval Authority Table below.
- 9.3.3 Compliance with the notes included below the Phase 2 Approval Table.

Phase 2 – Sponsorship Agreement Approval Authority Table

Asset Level	Approval Level
Level 4	Council
Level 3	Commissioner
Level 2	Program Manager
Level 1	Sponsorship Coordinator

- a All Sponsorship Agreements require the Sponsorship Coordinator's involvement.
- b Each Approval Authority at a higher level encompasses an Approval Authority at a lower level.
- c Naming Rights for an entire Facility requires Council approval.
- d A Sponsorship Agreement comprising multiple Assets from multiple, Approval Authorities is approved according to the highest-Level Asset.
- e An Agreement dealing with Assets from multiple Program Areas, requires approval from each Program Area at the highest asset level.

Part 10 Agreements

10.1 An Agreement is required for any Sponsorship.

10.2 Although not an exhaustive list, an Agreement typically will include:

- 10.2.1 What the Sponsor is contributing and what the value of the contribution

represents,

- 10.2.2 The obligations of both the Sponsor and the City
- 10.2.3 The dispositions and ownership of any assets resulting from the Sponsorship. Includes property that is obtained by the sponsor or from sponsorship proceeds (e.g. a new illuminated sign on a building).
- 10.2.4 The allocation of responsibility for the maintenance, insurance, and property taxes, if applicable.
- 10.2.5 The duration of the Sponsorship.
- 10.2.6 The licensing and use of the City's and Sponsor's name, trade and service marks and other intellectual property.
- 10.2.7 Any payment amounts and schedule of payments.
- 10.2.8 Termination and remedy provisions.
- 10.2.9 Any other conditions that must be met.

10.3 Agreement Preparation

- 10.3.1 The City Solicitor or their designate, in consultation with Corporate Sponsorship Coordinator and Program Manager, will prepare each Agreement.

10.4 Agreement Signature

- 10.4.1 Notwithstanding the required approval levels outlined above in Section 9.3, all Agreements with a value of \$100,000 or more must be signed by the City Clerk and one of the following:
 - a The Chief Administrative Officer or Commissioner of Corporate and Legislative Services if the Agreement's value is over \$250,000.
 - b A Commissioner if the Agreement's value is between 100,000 to \$250,000
- 10.4.2 All Agreements with a value of less than \$100,000 must be signed by the following:
 - a A Program Manager if the Agreement's value is between \$25K - \$99,999.

- b The Manager of Communication Services or designate if the Agreement's value is less than \$25,000.

10.5 By-law Coordination

- 10.5.1 A specific By-law authorizing the execution of an Agreement is not required if all the applicable requirements of this Sponsorship Policy have been met.
- 10.5.2 Sponsorship Activation and Fulfillment shall not proceed prior to the execution of an Agreement.

10.6 Amendments and Renewals of Agreements

- 10.6.1 Any amendments, extensions or renewals to an Agreement must be approved by the appropriate Approval Authority as set out in Phase 2 Approval Table
- 10.6.2 Where an Agreement contains an option for renewal, such option may be exercised, if all the following apply
 - a The Sponsor's terms and conditions have been complied with, in the opinion of the approval authority as outlined in this policy.
 - b Approval authority as outlined in this policy agree that the exercise of the option is in the best interest of the City.

Part 11 Appendix

Appendix A – Sponsorship Asset Inventory