

City of Burnaby Sponsorship Guidelines and Procedures

June 2025

A. INTRODUCTION

The City of Burnaby welcomes mutually beneficial sponsorships that enrich the lives of residents by enhancing City events, programs and services. The guidelines and procedures outlined in this document support the City's Sponsorship and Advertising Policy. The Sponsorship and Advertising Policy provides eligibility criteria to maximize partnerships and revenue opportunities while safeguarding the City's values, image, assets and interests.

Corporate sponsorships are intended to provide an enhanced experience for residents while supporting business development and investment in the community.

Please refer to the City's Sponsorship and Advertising Policy for more information on this program.

B. ROLES

Marketing and Corporate Communications Department Role

The Marketing and Corporate Communications Department is responsible for managing all sponsorships in the City through a centralized corporate sponsorship program. Centralization of the corporate sponsorship fosters greater efficiency and increased effectiveness through:

- a) the maintenance of a city-wide database of sponsorship prospects, in addition to current and past sponsors and their contributions
- b) the development of policies and procedures for corporate sponsorship for consistent execution across all departments in the City of Burnaby
- c) the development of a comprehensive sponsorship package that showcases all opportunities across the City for consideration to new and existing sponsors
- d) the creation of individualized sponsorship packages to target specific sponsors for particular programs, services and events
- e) one point of contact for sponsors to discuss opportunities for sponsorships across the City to secure new sponsorships, manage prospective and existing partner and sponsor relationships; as well as to avoid overlapping approaches from multiple city staff to one sponsor
- f) the development of a consistent sponsorship valuation process that considers the dollars received, sponsorship levels and the benefits to the sponsors

- g) the development of a sponsor recognition and appreciation program
- h) the development of a report back to sponsors regarding outcomes of the event
- i) the oversight of the corporate sponsorship program operating budget (pending approval, see Corporate Sponsorship Operating Budget below).

The Marketing and Corporate Communications Department is responsible for processing sponsorship agreements valued at \$1,000 or more as follows.

- The Marketing and Corporate Communications Department, working in conjunction with City departmental staff, will solicit, accept and negotiate sponsorships for the City valued over \$1,000.
- The Marketing and Corporate Communications Department will draft a sponsorship agreement on behalf of the recipient department (e.g. sponsorship agreement, letter of agreement, etc.) consistent with the size, complexity and scope of the sponsorship.
- The Marketing and Corporate Communications Department (on behalf of the recipient department) shall consult with the Legal Department regarding appropriate forms of sponsorship agreements.

City Department Role

- City departments may directly solicit, accept and negotiate sponsorships valued under \$1,000. City departments must inform the Marketing and Corporate Communications Department of any sponsorship arrangements they are reviewing and sponsorship agreements they secure.
- The department that benefits from the sponsorship must review and agree upon the terms and conditions that form part of the sponsorship agreement.
- Departments that benefit from the sponsorship are responsible for implementing the relevant terms and conditions in the sponsorship agreement and ensuring their staff abide by its provisions.
- If the agreement involves more than one department, review and agreement must be obtained from each department manager (or designate) involved.

C. CORPORATE SPONSORSHIP REVENUE

As outlined in Section F2 of the Sponsorship and Advertising Policy, sponsorship revenues will be directed to the operating budget of the sponsored event and will cover the costs to activate the sponsorship. These costs will be negotiated with the sponsor and outlined in the agreement. This may include but not limited to:

onsite signage to recognize the sponsor, thank you and recognition item, event hospitality (water, snacks) and temporary event structures (i.e. tents, table and chairs).

D. INTERNAL PROCEDURES

The general procedure for entering into sponsorship agreements will be as follows:

- The Marketing and Corporate Communications Department will work together with City leadership and staff cultivate relationships with prospective sponsors.
- The Marketing and Corporate Communications Department will solicit and follow up on sponsorship opportunities from interested local businesses and community groups.
- All prospective, new and existing sponsors will be stored in a central database in the Marketing and Corporate Communications Department. This will include information such as contact information, records of all discussions, sponsorship agreements, appreciation, sponsorship commitments, and sponsor reports.
- The Marketing and Corporate Communications Department will follow a sponsorship matrix (currently under development) to ensure the equity and fairness across all City sponsorship for the different levels of sponsorship and the contributions received.
- The Marketing and Corporate Communications Department will work together with departments to establish sponsorship for a specific event, program or service. They will agree upon the program features that could be sponsored, the associated benefits and the terms and conditions of the sponsorship.
- The Marketing and Corporate Communications Department handles the negotiating and drafting all sponsorship agreements over \$1,000 on behalf of the City of Burnaby focusing and prioritizing projects with high sponsorship potential and aligning with the City's key priorities.
- A written sponsorship agreement between the sponsor proponent and the City will be entered into that outlines the expectations and responsibilities of each party. (Refer to Sponsorship Agreements below)

- The Marketing and Corporate Communications Department will liaise with both the sponsor and departments to ensure fulfillment of the sponsorship agreement.
- Departments will work with the Marketing and Corporate Communications Department to produce an event fulfillment report for distribution to partners within 60 days of conclusion of the sponsorship. A final report will be created by the Marketing and Corporate Communications Department and sent to sponsors.
- The Marketing and Corporate Communications Department will develop a sponsor recognition and appreciation program that recognizes the generosity of sponsors. The level of appreciation will be consistent with the contribution made.
- The Marketing and Corporate Communications Department will prepare an annual information report on sponsorship for distribution to City Council and City Leadership Team each year.

E. SPONSORSHIP AGREEMENTS

- A sponsorship agreement is required for any sponsorship or partnership of \$1,000 or above in addition to any media sponsorship or partnership of \$5,000 or above. This includes cash or in-kind contributions.
- Sponsorship agreements with a contribution value of \$1,000 or more must be confirmed in writing by way of a Sponsorship Agreement signed by representatives of the sponsoring organization and authorized signatory of the City.
- Components of the sponsorship agreement include the following:
 - a. termination right by the City if a sponsor breaches its obligations under it
 - b. term of the agreement which may be for a single or for multiple years and must be for a fixed time period
 - c. identity of all the parties in the arrangement
 - d. the type and estimated market value of the contribution
 - e. terms of payment and disposition of any surplus funds or goods
 - f. waiver of liability and indemnity in favour of the City

- g. responsibilities of the respective parties (e.g. installation and maintenance, permits, insurance, removal from and remediation to the site, etc.)
 - h. benefits to be received by the sponsor (e.g. exclusivity rights, logos and signage, promotional opportunities, form of recognition, etc.) Benefits to the sponsor are limited to those expressly stated in the sponsorship agreement.
 - i. duration of the sponsorship and delivery dates
 - j. statement acknowledging that the sponsorship may be subject to provisions of the Freedom of Information and Protection of Privacy Act
 - k. exit clause, conditions for termination and the remedies available to both parties upon termination
 - l. statement that all parties are aware of, and agree to comply with, the provisions of the City's Sponsorship and Advertising Policy
- In evaluating sponsorship with a community partner or business, the following must be considered:
 - a. whether the proposal provides an opportunity to enhance the City's profile
 - b. proposed or likely duration of a sponsorship agreement arising out of the proposal
 - c. whether the proposal is appropriate for the proposed target audience or venue
- Copies of all sponsorship agreements are to be stored for audit purposes, in accordance with the City's records classification and retention policy.

OTHER RESOURCES

- Sponsorship and Advertising Policy
- Conflict of Interest Policy
- Burnaby.ca/Sponsorship