

City of Mississauga Corporate Report



<p>Date: October 27, 2020</p> <p>To: Chair and Members of General Committee</p> <p>From: Shari Lichterman, CPA, CMA, Commissioner of Community Services</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: November 18, 2020</p>
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Subject

Corporate Policy – Placing Advertisement with the City

Recommendation

1. That the 'Placing Advertisement with the City' Policy, revised and renamed to 'Advertising and Sponsorship with the City', attached as Appendix 1 of the report dated October 27, 2020 from the Commissioner of Community Services be approved.
2. That all necessary by-laws be enacted.

Report Highlights

- The scope of the policy was expanded to include Sponsorship.
- The definition of Sponsorship has been revised to include that Sponsorship may offset the costs of City programs and that naming rights are included.
- Cannabis and tobacco advertising and/or Sponsorship are not permitted.
- A new section on Sponsorship has been included to outline administration and authorization of sponsorships.

Background

The existing Placing Advertisement with the City Policy was revised and endorsed in 2010. It was recently identified that Sponsorship needs to be more clearly addressed as part of this policy. A project team with staff from Corporate Services and Community Services reviewed the existing policy and suggested revisions to more clearly include Sponsorship.

Present Status

Staff are currently operating under the existing Placing Advertisement with the City Policy.

Comments

The draft revised Advertising and Sponsorship with the City Policy outlines key information as it relates to Sponsorship including its administration and authorization. The following summarizes key focus areas of the revised policy:

- Policy Title, Policy Statement, Purpose and Scope are revised to include Sponsorship and bear no other changes.
- Clarification added that Facility Naming policy is to be referred for naming or renaming of a facility where a sponsorship or donation agreement does not exist.
- Sponsorship has been removed from the definition of Advertising and it has been included as a separate section in the Policy, definition and to clarify 'third party' advertising.
- Definition of Sponsorship revised to include that Sponsorship may offset the cost of City programs and that naming rights are included.
- Position Statement is revised to include Sponsorship.
- Criteria section is revised to include Sponsorship and clarify that cannabis and tobacco advertising is not permitted.
- Administration section is divided into two sub-sections: Advertising and Sponsorship. While there is no change in Advertising section, the new section for Sponsorship outlines administration of sponsorships through the Sponsorship and Corporate Development unit.
- Included a separate section for Authorization to include Sponsorship.
- Council's approval for Sponsorship agreements that grant naming rights to a City program.

The Comparison Chart indicating the revisions made in the original Policy has been included as Appendix 2 to this report.

Strategic Plan

2019 Recreation Master Plan

The Advertising and Sponsorship with the City Policy is linked to the following City of Mississauga Strategic Pillar:

- Prosper – Attract Innovative Business; Create Partnerships for Innovation

Financial Impact

There are no financial impacts resulting from the Recommendations in the report.

Conclusion

The revisions to the Placing Advertisement with the City policy, now named Advertising and Sponsorship with the City policy, clearly outlines the definition, inclusions and exclusions of sponsorship as it relates to the City. The new Policy also clarifies the administration of sponsorship contracts and agreements. The new Policy will be implemented immediately once approved by Council.

Attachments

Appendix 1: Draft Advertising and Sponsorship with the City

Appendix 2: Comparison Chart of Current and Proposed Policy



Shari Lichterman, CPA, CMA, Commissioner of Community Services

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