

HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER NUMBER 55
RESPECTING HRM SPONSORSHIP POLICY

Whereas it is the desire of Halifax Regional Municipality to foster private sector sponsorship to assist in the provision of municipal events, programs and services consistent with HRM's vision, mission and values.

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality as follows:

Short Title

1. This Administrative Order may be cited as Administrative Order Number 55, the HRM Sponsorship Administrative Order.

Purpose

- 2.1 This policy is intended to create a framework for accepting sponsorship. The purpose of the policy, as outlined, is to:
 - a) enhance municipal programs, events and services without additional cost to the taxpayer;
 - b) provide employees with corporate guidelines and procedures based on best practices;
 - c) ensure fairness, transparency and accountability of the sponsorship process.

Scope

- 3.1 This policy applies to:
 - a) all HRM business units;
 - b) all arrangements entered into between HRM and persons or bodies corporate that involve consideration for sponsorship rights.

- 3.2 This policy does not apply to:
- a) gifts;
 - b) naming of HRM assets;
 - c) funds obtained from the Provincial or Federal government;
 - d) third parties operating an HRM asset under a management agreement, facility lease agreement or memorandum of understanding (MOU); and
 - e) HRM grants or contributions to third parties which may, as a condition of approval, include a requirement that HRM's support be acknowledged;
 - f) HRM sponsorship of third parties' activities.

Definitions

- 4.1 For the purposes of this sponsorship policy:
- a) Consideration includes money, value-in-kind or a combination of money and value-in-kind;
 - b) Gift means a monetary contribution to HRM for which there is no reciprocal commercial benefit expected, or required, from HRM;
 - c) HRM asset includes an HRM-owned property, complex, structure, building, or portion thereof;

General Principles

- 5.1 Sponsorship shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to HRM and the community.
- 5.2 Sponsorship may not compromise HRM's ability to carry out its functions fully and impartially.
- 5.3 Sponsorships must not conflict with the terms and conditions of existing naming rights agreements or sponsorship agreements.
- 5.4 Sponsorship rights will be compatible with the nature of the sponsored program, event or asset and compatible with the target audience.

- 5.5 Prospective sponsors shall bear all costs associated with the preparation and submission of any sponsorship proposal, and the Halifax Regional Municipality will, in no case, be responsible or liable for those costs.
- 5.6 Granting of sponsorship rights will not result in additional costs for HRM, excluding costs incurred during the solicitation and authorization process, or costs incurred to fulfill conditions of sponsorship.
- 5.7 HRM's Corporate Identity Standards shall be adhered to when granting sponsorship rights.
- 5.8 Market value of the sponsorship opportunity shall be considered when granting sponsorship rights.
- 5.9 The granting of sponsorship rights shall not include an express or implied obligation, on the part of HRM, its agencies, associations, boards, working groups, or commissions, to purchase the sponsor's products and services or to endorse either the sponsor itself, or the sponsor's products or services.
- 5.10 Sponsors are prohibited from making statements which suggest the sponsor's products and services are endorsed by the municipality.
- 5.11 Neither the submission of a sponsorship proposal nor the acceptance of the sponsorship proposal submission shall be construed as a contract.
- 5.12 Alcohol sponsorships must contain a responsible drinking component and comply with Administrative Order 53, the Municipal Alcohol Policy.

Authority to Approve Sponsorship

- 6.1 Sponsorships up to and including \$25,000 per annum may be authorized by the Divisional Manager(s) in the responsible business unit(s) or their designate(s) and may be signed on behalf of the HRM by the Divisional Manager(s) or their designate
- 6.2 Sponsorships over \$25,000 up to and including \$50,000 per annum may be authorized by the Director of the responsible business unit(s) or their designate(s) and may be signed on behalf of the HRM by the Director or their designate.
- 6.3 Sponsorships over \$50,000 up to and including \$100,000 per annum may be authorized by and signed on behalf of the HRM by the DCAO or CAO.

- 6.4 Sponsorships over \$100,000 per annum shall be authorized by Regional Council and signed on behalf of the HRM by the Mayor and Clerk.

Roles & Responsibilities

- 7.1 HRM business units will:
- a) determine the process by which sponsorship shall be solicited;
 - b) solicit, negotiate, prepare and administer sponsorship arrangements, including contract management;
 - c) consult with HRM Legal Services, Finance, Corporate Communications and Procurement, as appropriate.

Use of Funds

- 8.1 Proceeds received by HRM through the sale of sponsorship rights are to be used for:
- a) the enhancement or maintenance of the sponsored event, program or service, or combination thereof;
 - b) investments whose proceeds contribute to the delivery of HRM services.
 - c) such other purposes as agreed upon in the terms of the sponsorship agreement.

Done and passed in Council this 5th day of March, 2013.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on March 5th, 2013.

Cathy Mellett, Municipal Clerk

Notice of Motion: May 22, 2012

Approved: March 5, 2013

Effective Date: July 2, 2013

Amendment # 1 – Effective Date

Notice of Motion: June 11, 2013

Approved: June 11, 2013

Amendment # 2 – Section 5.12

Notice of Motion: October 8, 2013

Approved: October 22, 2013

Amendment # 3 – Section 6.1, 6.2, 6.3 and 6.4

Notice of Motion: December 3, 2013

Approved: December 10, 2013

