



LAC LA BICHE COUNTY POLICY

TITLE: BOLD CENTER ADVERTISING AND SPONSORSHIP POLICY NO: CM-71-012	
RESOLUTION: 15.417	EFFECTIVE DATE: JANUARY 12, 2010
LEAD ROLE: MANAGER, RECREATION	NEXT REVIEW DATE: JUNE 9, 2018
SPECIAL NOTES: Previously known as Facility Advertising Policy	AMENDMENT DATE: JUNE 9, 2015
CROSS REFERENCE: CM-71-012 Bold Center Sponsorship and Advertising Procedure	

POLICY STATEMENT:

Lac La Biche County Bold Center welcomes and encourages sponsorship and advertising undertaken to assist in the provision of the Bold Center’s services and projects. The Sponsorship and Advertising Policy provides guidelines and flexibility to maximize revenue opportunities while safeguarding the County’s corporate values, image, mission, assets, and interests.

The goal of these advertising and sponsorship dollars is to recuperate operating costs of the Bold Center while building and fostering community relationships.

The policy applies to all County employees and all relationships between the County and those businesses, organizations and individuals that contribute either financially or in-kind to Bold Center programs, services or facilities in return for recognition, public acknowledgment or other promotional considerations.

Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

“Original Signed”

Chief Administrative Officer

June 15, 2015

Date

“Original Signed”

Mayor

June 16, 2015

Date



LAC LA BICHE COUNTY PROCEDURE

TITLE: BOLD CENTER SPONSORSHIP AND ADVERTISING PROCEDURE NO: CM-71-012

SPECIAL NOTES:
Previously known as Facility Advertising Procedure

AMENDMENT DATE: JUNE 9, 2015

CROSS REFERENCE:
CM-71-012 Bold Center Sponsorship and Advertising Policy

PROCEDURE:

1.0 Purpose

The primary objective of this procedure is to establish guidelines and parameters to safeguard the County and Bold Center's corporate values, image, assets, and interests while maintaining and increasing the opportunities for revenue generation and building community relationships.

2.0 Scope

This procedure applies to all relationships between the County and those businesses, organizations and individuals that contribute either financially or in-kind to Bold Center programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations. This includes, but is not limited to the following:

- Program and special event sponsorship;
- Naming/renaming of Bold Center property, buildings, and structures;
- Paid advertising on Bold Center property, at Bold Center events, and in Bold Center publications; and
- Preferred Supplier Status.

3.0 Definitions

3.1 Sponsorship

A mutually agreed to arrangement between Lac La Biche County and an external company, organization, enterprise, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods or services-in-kind to a Bold Center program, event or facility, for acknowledgement, recognition or other promotional considerations or benefits. This does not include donations and gifts, or advice to the County where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought.

Forms of sponsorship:

- Cash – A sponsorship received in the form of money.
- In-kind – Goods or services of value to the County are received rather than cash.

3.2 Advertising

Advertising is the sale to an external company, organization, enterprise, association or individual of advertising space on Bold Center printed materials or property, at Bold Center events, or in conjunction with a Bold Center program. Unlike sponsorship, advertising involves the simple purchase by an advertiser of advertising space sold at rates determined by the County. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased. In some cases the sale may be coordinated by a third party outside agency. In this instance, the County retains the right for approval of all related materials but does not incur related costs.

3.3 Naming Rights

A naming right is a type of sponsorship in which an external company, organization, enterprise or individual purchases the exclusive right to name an asset or venue (e.g. building, part of a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash and/or other considerations under a long-term arrangement. This arrangement is documented in a written agreement signed by the interested parties and has a specified end date to the contractual obligations.

3.4 Preferred Supplier

Preferred Supplier Agreements are multi-year agreements between the County and an external company in which the external company agrees to provide value-added support to the County in exchange for preferred status. The selection of a preferred supplier will be consistent with the County's procurement policy. Value-added support is typically provided by discounted pricing as well as cash, and/or goods and services. This process allows for a consistent approach to all current and potential supply line arrangements, which in the long run, will see the County lower its operating costs while at the same time generating additional revenue.

4.0 Principles and Conditions

4.1 All sponsorship and advertising must:

- Comply with federal and provincial statutes, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council;
- Adhere to human rights legislation and not discriminate on any prohibited grounds;
- Have no adverse effect on public safety and must minimize County liability; and
- Be factually accurate, must not be misleading and must be in good taste.

4.2 The following conditions apply when establishing sponsorship and advertising relationships:

- The County will maintain control over the planning and delivery of sponsorship activities;
- Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the County;
- The relationship must not cause a County employee to receive any product, service or asset for personal gain or use;
- Advertising devices must not impact the quality and integrity of the County's properties, buildings, streetscape, and provide no added risks to safety;
- The advertisement of a product or service does not act as the County's endorsement of any one product or service over another; and
- The sponsorship and advertising opportunity should be appropriate for the target audience.

5.0 Restrictions for Sponsorship and Advertising

5.1 The County will not solicit or accept sponsorship or advertising from companies whose reputation could prove detrimental to the County's public image.

5.2 The following subject matters will **not** be permitted in Bold Center advertising or sponsorship initiatives:

- Advertising that promotes or encourages alcohol/alcohol use, tobacco products/tobacco product use, firearms or weapons (or other life-threatening products), gambling or pornography;
- Promotion of any other form of substance abuse;
- Demeaning or derogatory portrayals of individuals or groups which through general prevailing community standards may be considered offensive;
- Sensitive to message delivery including depiction of sexually suggestive material;
- Advertising or sponsorships in conflict with any County policy or procedure will not be accepted for display on County property;
- Religious messages; or
- Promotion of a political party or political messages or campaigns.

5.3 The County may, at its discretion, bring any proposals to Council for their approval even if they do not meet the guidelines of this policy. Council may also consider any proposal or direct Administration to pursue any opportunities for sponsorship and advertising that do not strictly adhere to this policy.

6.0 Administrative Requirements and Authorities

6.1 The County reserves the right to reject any unsolicited sponsorships that have been offered to the County and to refuse to enter into agreements for any sponsorships that originally may have been openly solicited by the County.

6.2 Advertising space is available on a first come, first serve basis, while following the provisions in this policy.

- 6.3 The selection of a preferred supplier will be consistent with the County’s procurement policy.
- 6.4 The County reserves the right to terminate an existing sponsorship or advertising agreement should conditions arise that make it no longer in the best interests of the County.

7.0 Delegation of Authority

County Administration is authorized to enter into sponsorship and advertising agreements that do not exceed the following pre-authorized limits. Agreements that exceed these pre-authorized limits will require County Council approval.

7.1 Managers

Managers of the Bold Center are responsible for approving all agreements for amounts up to \$5,000 provided they satisfy all provisions of this policy.

7.2 Senior Managers

Senior Managers of the Bold Center are responsible for approving all agreements for amounts up to \$50,000 provided they satisfy all provisions of this policy.

7.3 Chief Administrative Officer

The Chief Administrative Officer is responsible for approving all agreements for amounts up to \$500,000 provided they satisfy all provisions of this policy.

7.4 County Council

County Council approval is required for any agreement that does not satisfy the provisions of this policy and procedure and for opportunities involving the naming/renaming of County property, buildings and structures.

County Council is responsible for approving the general terms, guidelines, and pricing in Schedule “A” and Schedule “B” for negotiating advertising and sponsorship packages. Administration will then have the authority to negotiate within these prices and guidelines while following the provisions of this policy and procedure.

For any advertising or sponsorship opportunities not included in Schedule “A” and “B”, the Chief Administrative Office will have the authority to set the price if it is comparative with one or more existing advertising or sponsorship opportunities included in Schedule “A” and “B”.

8.0 Responsibilities

- 8.1 The Bold Center is responsible for soliciting, negotiating and administering its own agreements. Administration approving sponsorship and advertising proposals must ensure that all relevant bylaws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, and permits have been obtained. Administration is responsible for ensuring that third party advertising relationships abide by the restrictions noted in this policy.

8.2 The Bold Center is responsible for maintaining a log of all sponsorship and advertising contributions and for issuing a written acknowledgement of the agreement to each sponsor or advertiser. All sponsorship contributions in excess of \$500 in total value shall be confirmed in a legal agreement. All advertising shall be confirmed with a legal agreement.

9.0 Site Specific Requirements

9.1 Streetscapes and Open Spaces

Advertising and sponsorship may be considered as part of the Bold Center’s streetscape and open spaces on such elements as recycling and garbage containers, benches, fountains, gardens, portable signage units, etc. In this situation the advertising/sponsorship proposal must:

- Ensure that the advertising/device contributes to and does not detract from the quality and integrity of the streetscape and is in keeping with the character of existing streetscape guidelines and design objectives;
- Blend into the area’s aesthetics and not dominate the space;
- Promote the provision of public information; and
- Ensure that advertisements or related devices do not obstruct County buildings and directional signage.

9.2 Bold Center Facilities and Equipment

The managers most responsible for the Bold Center or for any piece of equipment required for the Bold Center facility will approve whether advertising will be permitted, the number and types of advertisements that will be accepted, and requirements specific to the facility or piece of equipment. All approvals will be made in accordance with this policy.

9.3 Bold Center Publications

The Bold Center is responsible for determining which of its publications are suitable for carrying advertisements. Specific advertising proposals are approved by the managers of their respective publications as well as the Communications department. All advertising and related guidelines and standards will be in accordance with this policy.

“Original Signed
Chief Administrative Officer

June 15, 2015
Date

Schedule A-1 – Bold Center Sponsorship Guidelines (p. 6 and 7) and Schedule A-2 – Sponsorship Opportunities and Rates (p. 8) have been redacted from this document under section 25 of the *Freedom and Information and Protection of Privacy Act*. If you require further information regarding this exemption, please contact our Legislative Services department at 780-623-6806.

Schedule “B-1”
Bold Center Advertising Guidelines

Terms & Guidelines:

1. Advertiser pays cost of manufacturing and shipping unless stated otherwise (not included in prices). Installation is included in pricing.
2. All prices are per year unless stated otherwise and are subject to G.S.T.
3. If advertisers purchase more than one item, Administration can reduce their total price by up to 10%.
4. Advertisers are invoiced annually unless agreed to otherwise.

Schedule "B-2"
Advertising Opportunities and Rates

Rink Boards (prices per year)	Performance Arena		Community Arena		Field House		
	Opposite Spectator Seating	Spectator Seating	Opposite Spectator Seating	Spectator Seating	End/Corner Board	Opposite Spectator Seating	Spectator Seating
Prices 1 year term	\$900	\$300	\$720	\$240	\$3,500	\$720	\$240
Prices 2 year term	\$810	\$270	\$648	\$216	\$3,150	\$648	\$216
Prices 3+ year term	\$720	\$240	\$576	\$192	\$2,800	\$576	\$192

*Prices based on boards that are 8 feet long. Pricing on boards that are 4 feet long will be reduced by 30%. Pricing on boards that are 12 feet long will be increased by 50%. Rink board kits will only be installed on opposite spectator seating in 2015. If there is interest in spectator seating rink boards, this can be revisited. Opposite spectator seating includes to the centre of the goal post.

Ice Logos	Performance Arena		Community Arena		Curling Sheet	
	Centre Ice	Neutral Zone	Centre Ice	Neutral Zone	Centre	House
Prices 1 year term	\$3,500	\$2,000	\$2,800	\$1,600	\$1,000	\$350
Prices 2 year term	\$3,150	\$1,800	\$2,520	\$1,440	\$900	\$315
Prices 3+ year term	\$2,800	\$1,600	\$2,240	\$1,280	\$800	\$280

*Centre ice logos are normally reserved for the sponsor of the arena (at the sponsor's discretion). If no sponsor, it is defaulted to the sponsor of the multiplex (at their discretion). There are 4 neutral zone logos available per arena, approximately 4'x4' in size. There will be two spots reserved for each arena specifically for the local college team and local minor hockey team. These logos will be placed parallel to the two blue lines (on the opposite side of the blue line from centre ice) or to the satisfaction of the County to look aesthetically appealing. Each logo shall fall under the same price range as neutral zone logos. There shall be 1 centre ice logo (approx. 3'x3') and 4 house logos (above each corner of the house and approx. 24"x16") available for each curling sheet.

Wall Boards	Performance Arena	Community Arena
Prices 1 year term	\$1,000	\$800
Prices 2 year term	\$900	\$720
Prices 3+ year term	\$800	\$640

*All wall board advertisements in arenas are 8'x4' and opposite spectator seating (~ 12 available per arena).

Stair Risers	Performance Arena	Community Arena	Field House 1
Prices 1 year term	\$1,500	\$1,200	\$1,200
Prices 2 year term	\$1,350	\$1,080	\$1,080
Prices 3+ year term	\$1,200	\$960	\$960

*Only 2 advertisers allowed in each stadium (get all of the stairs in each stadium). Must purchase "every other stair" and minimum three sets of stairs. If advertiser wishes to advertise on more than 3 sets of stairs, the Bold Center will not charge them more advertising space. It is at the Advertiser's discretion which stair risers and how many they wish to advertise on after they meet the minimum requirements.

Digital Screens	1 Media File	2 Media Files	3 Media Files	4 Media Files	5+ Media Files
Beaverhill Road Sign	\$100	\$150	\$225	\$350	\$75 each submission
Bold Center Facility TV Screens	\$50	\$75	\$125	\$175	\$40 each submission
Combination of Both Signs	\$125	\$200	\$300	\$450	\$100 each submission

1 outdoor digital screen and 7 indoor digital screens. The purpose of the digital screens is to promote and advertise the programs and events taking place within the county's recreational facilities and grounds, with priority focused on county sanctioned programs, classes and events. Contracted programs, user groups, events booked by third party renters, leases, school/education requests will also be given the opportunity to promote programs, events and services as per fees as set out above. Business advertising, political campaigns, and personal ad campaigns will not be permitted. All requests must be submitted 21 days prior to the desired circulation date. Circulation occurrences are a direct result to the number of media files that are in circulation. Files will not be circulated for more than two weeks and not be stale-dated. Exceptions to this time limit may be granted at the discretion of the Manager, Recreation.

Miscellaneous	Price Per Week	Price Per Month	Price Per Year
Women Washroom Stall Posters	\$60	\$180	n/a
Men Washroom Stall Posters	\$60	\$180	n/a
Combination of Both Washrooms	\$100	\$300	n/a

Advertisements are meant to promote specific events, products, sales, messages, etc. Prices include either 13 men stalls, 16 women stalls, or a total of 29 stalls that are on the main floor and second floor public washrooms in Bold Center. Cost of printing is included in prices.

Outdoor Garbage Cans	\$100	\$300	n/a
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Advertisements are meant to promote specific events, products, sales, messages, etc. Prices include all Bold Center outdoor garbage/recycling cans at the two main entrances. Cost of printing is *not* included in prices.

Swipe Cards	Price 1 year term	Price 2 year term	Price 3+ year term
	\$1,200	\$1,080	\$960

Logo printed on back of all membership and 10 pass cards at Bold Center. Cost of printing included in prices.