

City of North Bay Report to Council

Report No: CSBU-2025-024

Date: June 23, 2025

Originator: Ian Kilgour

Business Unit:

Community Services

Department:

Community Development and Growth

Subject: Sponsorship Policy

Closed Session: yes ☐ no ☒

Recommendation

That Council:

Adopt the Sponsorship Policy attached as Schedule "A" to Report No. CSBU-2025-024.

Background

This is a supplemental report to Report No: CSBU-2025-006

The City of North Bay recognizes Sponsorship as an ancillary revenue opportunity. Sponsorship is a marketing-oriented arrangement in which a third party provides financial or In-Kind contributions in exchange for recognition, public acknowledgment, or promotional consideration.

The Sponsorship Policy, attached as Schedule "A" to this report recognizes two forms of Sponsorship:

- Community Program Sponsorship supports Community Programs such as City-run services, events, or initiatives. It involves financial or In-Kind support provided in exchange for recognition or public association, without naming rights.
- Naming Rights Sponsorship grants the right to publicly display a third party's name on a City Asset or sub-component of a City Asset (such as buildings, facilities, or amenities) for a defined period, in exchange for financial support.

The proposed Sponsorship Policy provides a consistent and transparent framework for managing these opportunities, ensuring alignment with the City's values, public image, and strategic priorities. It outlines criteria for eligibility, roles and responsibilities for staff and Council, and the conditions under which Sponsorships may be pursued or accepted.

The Policy does not impact existing named City Assets. It also provides Council the flexibility to assign names to City Assets outside of commercial Sponsorship Agreements. Specifically, the policy identifies two non-commercial naming categories:

- a) Commemorative Naming, which involves naming a City Asset or real estate property to recognize a significant historical event or occurrence; and
- b) Honorific Naming, which acknowledges individuals, organizations, or service clubs for significant philanthropic support, volunteerism, or contributions to the community. These Naming's are not associated with commercial Sponsorship and are considered on a case-by-case basis, requiring Council approval.

Financial/Legal Implications

Existing City staff has the knowledge and resources associated with Sponsorship promotion and administration. No new funding outside existing budgets is required for implementation.

Community Program Sponsorship revenue will be accounted for in the department responsible for the Community Program receiving the Sponsorship benefit.

Naming Rights Sponsorship revenue may be recognized partially within the operating budget and the assets life cycle reserve. The allocation of the revenue will take into consideration the value of the sponsorship and the assets life cycle strategy.

Corporate Strategic Plan

- | | |
|---|---|
| <input type="checkbox"/> Natural North and Near | <input checked="" type="checkbox"/> Economic Prosperity |
| <input checked="" type="checkbox"/> Affordable Balanced Growth | <input type="checkbox"/> Spirited Safe Community |
| <input checked="" type="checkbox"/> Responsible and Responsive Government | |

Specific Objectives

- Promote and support public and private sector investment.
- Consider all aspects of decisions to fund new infrastructure.
- Ensure the efficient and effective operations of the city, with particular consideration to the impact of decisions on the property tax rate.

Options Analysis

Option 1:

That Council:

Adopt the Sponsorship Policy attached as Schedule "A" to Report No. CSBU-2025-024.

Option 2:

That Council:

Does not adopt the Sponsorship Policy attached as Schedule "A" to Report No. CSBU-2025-024.

Recommended Option

That Council:

Adopt the Sponsorship Policy attached as Schedule "A" to Report No. CSBU-2025-024.

Respectfully submitted,

Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services

I concur with this report and recommendation

Name: Shannon Saucier, CPA, CA

Title: Director, Strategic Initiatives

Name: Margaret Karpenko, CPA, CMA

Title: Chief Financial Officer /Treasurer

Name: John Severino, P.Eng., MBA

Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services