

BY-LAW 2011-152

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO
ADOPT THE PARKS SERVICES DONATION AND
MEMORIAL PROGRAM POLICY**

WHEREAS Council for the City of Greater Sudbury deems it advisable to adopt a Parks Services Donation and Memorial Program as a Council policy;


**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

1. The Council of the City of Greater Sudbury hereby adopts the policy attached as Schedule "A" to this By-law and entitled "The Parks Services Donation and Memorial Program".


Effective Date

2. This By-law comes into effect upon final passage.

READ AND ENACTED IN OPEN COUNCIL this 29th day of June, 2011



Mayor



Clerk

Parks Services Donation and Memorial Program

Policy Statement

Donations to the City of Greater Sudbury Parks Services Section will be accepted through the Parks Services Donation and Memorial Program.

Purpose

The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.

Scope

The Parks Services Donation and Memorial Program is administered and managed by the Leisure Services Division, Parks Services Section. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost-recovery basis.

Policy Details

Members of the public are invited to make a donation through the Parks Services Donation and Memorial Program to commemorate a special person, a momentous occasion or simply donate as a philanthropic gesture to beautify a community park.

Donations towards the purchase of park enhancements or memorial gifts can include:

- Park Benches
- Trees (hardwoods and conifers)
- Bike Racks
- Picnic Tables
- Sun Shelters
- π Sports equipment (basketball standards, tennis nets, soccer goals, etc.)
- π Playground Structures
- π Other options can be discussed with Parks Services

Gifting: Items purchased by donors for Greater Sudbury parks will be accepted by Parks Services (exceptions: trees, benches). Donors must consult with Park Services before making any purchases in order to ensure adherence to safety standards.

Location: Items will be situated in available areas based on current inventory at specific sites. Parks Services will provide interested donors with options for consideration.

Cost: Every park in Greater Sudbury has a predetermined style and aesthetic plan that conforms to the usage of the space. The range of costs for specific items will be provided to donors based on location and installations fees (if installation is required). Donations towards the purchase of park enhancements or memorial gifts will be quoted using a cost-recovery formula.

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Installation: Parks Services will be responsible for all installations. The City of Greater Sudbury maintains ownership of all park enhancements and memorial gifts purchased through donations. Park enhancements and memorial gifts will be available for public use and not the exclusive use of donors.

Maintenance/ Replacement: Parks Services will maintain park enhancements and memorial gifts in the same manner as similar items within parks. Tree replacements will be issued at no charge to donors within five years of the original planting or a subsequent replanting date, if required.

Plaques: Recognition or commemorative plaques will be installed at the request of donors.

Tax Receipts: Donations greater than \$10.00 paid to the City of Greater Sudbury Parks Services Division will receive a tax receipt. Tax receipts will also be issued for gifted items where supporting documentation of the purchase price, such as an invoice, is provided.

Procedure

Applications: Application forms for the Parks Services Donation and Memorial Program will be available on the City of Greater Sudbury website and at all Citizen Service Centre locations.

Tax Receipts: Official tax receipts will be mailed to donors by Financial Services after payment is received by the Parks Services Division.

Corporate Sponsorship Policy

Purpose

The purpose of the Corporate Sponsorship Policy is to provide an opportunity for businesses to make financial contributions towards programs, events, services or facilities in return for public recognition.

Scope

If the value of the public recognition contribution is over \$35,000 a competitive process will be undertaken.

Definition

Corporate Sponsorship: A mutually beneficial business arrangement between the municipality and an external company wherein the external party contributes funds to a municipal program, event, service or facility in return for recognition, acknowledgement or other promotional consideration.

Policy Guidelines

Corporate Sponsorships must:

- respect and comply with City of Greater Sudbury policies, by-laws and plans;
- be consistent with the City of Greater Sudbury Visual Identity Program;
- support the City of Greater Sudbury's vision and mission.

The Corporate Sponsorship Policy excludes:

- corporations that are not in good standing with the municipality;
- businesses which derive revenue from the production of tobacco or alcohol products (except events and facilities licensed under the LLBO);
- funding obtained through formal government programs from other levels of government;
- donations received under the Parks Services Donation and Memorial Program (By-law 2011-152);
- third parties who lease City of Greater Sudbury properties or hold facility agreements with the City of Greater Sudbury for activities or events; and
- existing advertisement agreements that the City of Greater Sudbury has entered into through a competitive process.

The Corporate Sponsorship Policy does not:

- imply endorsement of businesses, products or services;
- relinquish control of program and service delivery, event planning or facility management; or

- include Naming Rights, Pouring Rights or advertisements within printed material produced by the City of Greater Sudbury.

Recognition of Corporate Sponsors will:

- be consistent with the proposed sponsorship of the program, event or facility in question;
- designed in a manner not to detract from the physical attributes and visual integrity of the facility or event/program location; and
- must not negatively impact the experience of users of sponsored events and facilities.

Sponsor Solicitation and Processes

The solicitation of sponsorships shall be conducted in a manner that enhances access and fairness and results in a mutually beneficial agreement for both the City, residents of the City of Greater Sudbury and the corporate sponsor.

Corporate sponsors will advise the CAO and appropriate General Manager in writing of interest in potential sponsorship agreements.

City staff shall be specifically designated by the appropriate General Manager to meet with potential sponsors to discuss arrangements and expectations.

Sponsorships valued less than \$35,000 may be considered when brought forward to the City.

A competitive process will be undertaken for any sponsorship over \$35,000 or those sponsorships that offer a significant corporate profile.

Departments will establish the level and manner of sponsor recognition through the negotiation process associated with each sponsorship agreement.

Any costs to the City associated with a corporate sponsorship must be within approved operating and capital budgets.

Approved corporate sponsorships will be confirmed with a written agreement. Agreements will include at minimum the following:

- The program, service, event or facility in question
- The value of the sponsor contribution
- Obligations for sponsorship recognition
- Responsibility for maintenance, insurance, etc. of any assets associated with or resulting from a corporate sponsorship
- The term of the sponsorship agreement

- Specific plans for marketing and branding of the program, service, event or facility in question

Written corporate inquiries denied sponsorship approval will be advised in writing with a detailed rationale.

The City of Greater Sudbury reserves the right to reject any unsolicited sponsorships that have been offered to the City and to reject any proposals for sponsorship that have been openly solicited by the City.

Termination of Sponsorship Agreements

The City reserves the right to terminate a sponsorship agreement under the following circumstances:

- the sponsor in question uses the City's name outside the parameters of the sponsorship agreement, without prior consent;
- the sponsor in question develops a public image which conflicts with the City's vision, mission and services.

Term

Corporate sponsorship agreements will not exceed the program or service cycle, the event duration or the life of the asset in question.