



# Staff Report

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**TO:** Committee of the Whole

**FROM:** Mike Farquharson, Director of Community Services

**DATE:** January 19, 2026

**SUBJECT:** Advertising, Sponsorship, and Donation Policy

[Advertising and Sponsorship Agreement Template 2.0](#)

[Advertising Sponsorship Fee Schedule 2.0](#)

[Advertising, Sponsorship, and Donation Policy](#)

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## STRATEGIC GOALS & PRIORITIES:

This report complies with the following strategic goals set out by Council:

- Fiscal Responsibility
- Economic Development

## PURPOSE:

To provide the Committee with a transparent framework outlining how the District of Taylor accepts, manages, and recognizes advertising, sponsorships, and donations.

## BACKGROUND:

The District of Taylor has never had a formal Advertising, Sponsorship, and Donation policy. Currently, practices related to advertising, sponsorship, and donations are managed through a combination of informal processes and department-specific guidelines.

The proposed policy addresses this by providing a standardized framework to promote fairness and accountability and ensure consistency across all departments.

## FINANCIAL IMPLICATIONS:

Adoption of the policy itself has no direct financial impact. However, implementing a consistent framework may enhance revenue opportunities through advertising and sponsorships. Any revenues generated from advertising, sponsorship, or donations will help offset subsidies associated with facility operations.

## COMMENTS & DISCUSSION:

The Advertising, Sponsorship, and Donation policy will be guided by the following principles:

- **Public Interest:** Sponsorship, advertising and donations must support or enhance the District's goals, values, and community well-being.
- **Transparency:** All arrangements will be conducted in an open, fair, and equitable manner.
- **Appropriateness:** The District will not accept sponsorship, advertising and donations from organizations whose products, services, or reputations conflict with community standards or the District's image (e.g., tobacco, cannabis, alcohol, adult entertainment, or discriminatory content).
- **No Endorsement:** Acceptance of sponsorship or advertising does not imply District endorsement of a sponsor's product, service, or organization.

Attached for the committee's reference is a draft Advertising, Sponsorship, and Donation, Fees and Charges schedule, along with a draft Sponsorship/Advertising agreement. This fee schedule will need to be added to the Parks and Facilities Fees and Charges bylaw, approved by the Committee, and subsequently adopted by Council at a later date.

#### **SUMMARY & CONCLUSION:**

Subject to Council approval, the policy will take effect once the amended Parks and Facilities Fees and Charges Bylaw is adopted by Council, and staff training and internal guidelines/procedures are developed to support consistent application across departments. Existing agreements will be reviewed for alignment with the new policy.

#### **RESPECTFULLY SUBMITTED:**

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Mike Farquharson  
Director of Community Services

*The District of Taylor's guiding principle is "Safety, Family, then Work."*

## **Advertising and Sponsorship Agreement**

This Advertising and Sponsorship Agreement (the "Agreement") is made as of the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, between:

The District of Taylor (the "District"), located at 10007 – 100th Avenue, Taylor, BC V0C 2K0

AND

\_\_\_\_\_ (the "Sponsor"), located at \_\_\_\_\_.

### **1. Purpose**

The purpose of this Agreement is to set out the terms and conditions under which the Sponsor provides financial support to the District in exchange for advertising and sponsorship recognition related to District programs, facilities, or events.

### **2. Term**

The term of this Agreement shall commence on \_\_\_\_\_ and end on \_\_\_\_\_. The Agreement may be renewed for up to \_\_ additional one-year terms by mutual written agreement.

### **3. Sponsorship Fee**

The Sponsor shall provide sponsorship funding in the amount of \$\_\_\_\_\_ per year, payable within \_\_ days of receipt of invoice from the District.

### **4. Use of Funds**

Sponsorship funds shall be used to support the following District program, service, or facility:

\_\_\_\_\_.

## 5. Sponsorship Recognition and Advertising Benefits

In recognition of the sponsorship, the District shall provide the following advertising and promotional benefits:

<b>Advertising:</b>			
<b>Ice Centre</b>	<b>Size</b>	<b>Price</b>	<b>Paid</b>
Arena Boards (Tier 1)	3'x8'	\$500.00	
Arena Boards (Tier 2)	3'x8'	\$250.00	
Panels above Visitor Players Bench	2'x3'	\$300.00	
Broadcast Booth	2'x4'	\$350.00	
Bleacher Wall Space		\$350.00	
Zamboni Decal (Both Side Panels)		\$2000.00	
<b>Lone Wolf Golf Course</b>			
Golf Cart Tag Marshal Screens	Digital	\$500.00	
Beverage Cart (both side panels)		\$2100.00	
Driving Range Building	24'x8'	\$750.00	
Snack Shack Branding		\$1500.00	
First Tee Board	4'x8'	\$500.00	
<b>Pool and Curling Rink Complex</b>			
Ice Pad Wall Space	4'x8'	TBD	

<b>Sponsorship:</b>			
<b>Ice Centre</b>	<b>Size</b>	<b>Price</b>	<b>Paid</b>
Leisure Ice Skating Pad (Logo on Ice)		\$5000.00	
Zamboni Propane (Decals on Zamboni, Sign at broadcast booth)		\$2350.00	
<b>Lone Wolf Golf Course</b>			
League Sponsor (Men/Woman)		\$1000.00(\$200 Weekly)	
Junior Program		\$1000.00	
Event Title Sponsor		\$2000.00	
Scorecard		\$500.00 (Two Year Term)	

All advertising content, logos, and messaging are subject to prior written approval by the District and must comply with applicable District policies.

## 6. District Rights and Control

The District retains full control over the operation, scheduling, pricing, and delivery of its programs and services. This Agreement does not grant the Sponsor any decision-making authority or exclusivity.

## **7. Policy Compliance**

This Agreement is subject to and governed by the District's Advertising, Sponsorship, and Donations Policy, as amended from time to time.

## **8. No Endorsement**

Sponsorship or advertising recognition does not constitute an endorsement by the District of the Sponsor's products, services, or views.

## **9. Termination**

Either party may terminate this Agreement upon thirty (30) days written notice. The District may terminate this Agreement immediately if the Sponsor's conduct brings the District into disrepute.

## **10. Indemnity and Insurance (Optional)**

The Sponsor agrees to indemnify and hold harmless the District from any claims arising from the Sponsor's advertising materials or activities related to this Agreement.

## **11. General**

This Agreement constitutes the entire agreement between the parties and supersedes all prior agreements or understandings. Any amendments must be in writing and signed by both parties.

## **12. Signatures**

THE DISTRICT OF TAYLOR	SPONSOR/ADVERTISER
Signature: _____	Signature: _____
Name: _____	Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

## District of Taylor

### Advertising Fees

(All signage is supplied by the Sponsor/Advertiser)

#### **Ice Centre**

	<b>Size</b>	<b>Ad Spots</b>	<b>Amount per year</b>
*Arena boards (Tier 1)	3'x8'	TBD	\$ 500.00 *(When able)
*Arena boards (Tier 2)	3'x8'	TBD	\$ 250.00 *(When able)
Panels above Visitor Player's Bench	2'x3'	x12	\$ 300.00
Broadcast Booth	2'x4'	x3	\$ 350.00
Zamboni Decal (both side panels)			\$ 2,000.00
Bleacher Wall Space	4'x8'	x24	\$ 350.00

#### **Lone Wolf Golf Course**

Golf Cart Tag Marshal screens	Digital	N/A	\$ 500.00
Beverage Cart (both side panels)		N/A	\$ 2,100.00
Driving Range Building	24'x8'	TBD	\$ 750.00
Snack Shack Branding		N/A	\$ 1,500.00
First Tee Board	2'x4'	x30	\$ 500.00

#### **Pool and Curling Complex**

Ice Pad Wall Space	4'x8'	TBD	TBD
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### Sponsorship Fees

#### **Ice Centre**

Leisure Ice Skating	Includes in Ice logo	\$ 5,000.00
Zamboni Propane	Your decals on Zamboni, Sign at broadcast booth	\$ 2,350.00

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Includes in Ice logo  
Your decals on Zamboni, Sign at broadcast booth

#### **Lone Wolf Golf Course**

League Sponsor (Mens/Ladies)	\$ 1,000.00	(\$200 Weekly)
Junior Program	\$ 1,000.00	
Event Title Sponsor	\$ 2,000.00	
Scorecard	x4	\$500.00 (two year term)



## **TITLE: Advertising, Sponsorship, and Donation Policy**

**Policy No.:**

**Date Adopted:**

### **Strategic Goals and Priorities:**

- Fiscal Responsibility
- Economic Development
- Community Engagement

### **Purpose**

- Provide a clear framework for how the District accepts, manages and recognizes **advertising, sponsorships, and donations**.

### **Scope**

- This policy applies to the relationships between the District of Taylor and third-party businesses, organizations, and/or individuals that contribute either financially or in-kind, in return for recognition, public acknowledgement, or other promotional considerations, with respect to Advertising, Sponsorship and/or Donations.

### **Responsibilities**

#### **Council**

- To support the operation through the approval of policy that aligns with best practices for the implementation of the Advertising, Sponsorship and Donation Policy.

#### **Chief Administrative Officer (CAO)**

- Oversight management to support and enable implementation and maintenance of the policy.

#### **Senior Management Team**

- To ensure all policies related criteria is consistently engaged in accordance with this and related policies and demonstrates best practices.

## Staff

- It is the responsibility of staff engaging the criteria of this policy, are applied consistently, equitable and with transparency as it relates to Advertising, Sponsorship and/or Donation applications.

## Definitions

- **Advertising:** A straightforward purchase of space based on pre-established rates and a defined period, as outlined in the fees and charges by-law.
- **District:** Refers to the District of Taylor
- **Donations(s):** A cash and/or in-kind contribution made to the District of Taylor by a third-party with no reciprocal commercial benefit expected or required from the District. Donations do not involve a business relationship and are distinct from Advertising and/or Sponsorship Agreements.
- **Rates:** As set in the District's fees and charges bylaw.
- **Sponsorships:** Mutually beneficial business relationships where a corporation or organization provides a cash and/or in-kind arrangement in return for recognition, acknowledgement or other promotional benefits.

## Policy

### Guiding Principles

- **Public Interest:** Sponsorship, advertising and donations must support or enhance the District's goals, values, and community well-being.
- **Transparency:** All arrangements will be conducted in an open, fair, and equitable manner.
- **Appropriateness:** The District will not accept sponsorship, advertising and donations from organizations whose products, services, or reputations conflict with community standards or the District's image (e.g., tobacco, cannabis, alcohol, adult entertainment, or discriminatory content).
- **No Endorsement:** Acceptance of sponsorship or advertising does not imply District endorsement of a sponsor's product, service, or organization.

## **Advertising Policy**

### **Advertising Opportunities**

- The District may offer advertising space or time on District-owned or controlled assets (facilities, parks, publications, websites, vehicles) subject to operational constraints and public interest.
- Advertising Rates will be set in the District's fees and charges bylaw and subject to standard contract terms.

### **Advertising Approval**

- All advertising proposals must be reviewed for compatibility with this policy and the District's objectives.
- The District reserves the right to decline any advertising if it conflicts with public interest, municipal values, or this policy.

### **Advertising Content & Recognition**

- Advertising must not imply endorsement by the District of a particular product or service beyond the advertising arrangement.
- Advertising devices (signage, banners, vehicles) must not compromise the safety, aesthetics or integrity of municipal assets.
- Terms, length of display, renewal options and exit/termination provisions shall be specified in contract.

### **Prohibited Categories**

- The District will not permit advertising from third parties whose primary business or reputation is inconsistent with the District's public image or values (e.g., tobacco, cannabis, alcohol, adult entertainment, or discriminatory content).

### **Unsolicited Advertising Proposals**

- Proposals unsolicited by the District may be accepted, referred or declined at the District's discretion.

### **Termination**

- The District reserves the right to terminate advertising agreements if the advertiser fails to meet obligations, or if their conduct becomes detrimental to the District's interest.

# **Sponsorship Policy**

## **Sponsorship Opportunities**

- Sponsorship may be sought for District programs, and events.
- The third party provides funds or goods/services in return for recognition or promotional consideration.

## **Approval and Contracting**

- Sponsorship proposals must align with District values and benefit the District and/or community, not solely the sponsor.
- Sponsorships will be subject to a formal agreement setting out rights, obligations, duration, recognition, payment schedule, termination provisions.
- The District reserves the right to decline sponsorships that compromise control over municipal services or create undue influence.

## **Recognition & Acknowledgement**

- Sponsor recognition shall be modest, dignified and clearly tied to the sponsorship arrangement.
- Sponsor logos, slogans or trademarks may be used according to the agreement but cannot imply endorsement by the District of the sponsor's products or services.

## **Review and Monitoring**

- Multi-year sponsorships shall include annual review of performance/fulfillment of obligations (both District and sponsor).
- The District may terminate agreements early if the sponsor fails to meet obligations or their conduct adversely affects the District's reputation.

## **Conflict and Influence**

- Sponsorship arrangements must not give the sponsor undue influence over District operations, policy decisions or procurement processes.

## **Donation Policy**

### **Accepting Donations**

- The District may accept cash or in-kind donations that support the delivery of programs, services or assets for the benefit of the community.
- Acceptance of donations is at the District's discretion. The District may refuse any donation that conflicts with its values, places burdensome obligations, or creates potential liabilities.

### **Acknowledgement**

- Donors may receive recognition (plaque, listing, website mention) at the discretion of the District; however, such recognition should not be so substantial that the transaction constitutes a sponsorship or advertising arrangement rather than a true donation.
- The distinction between donation and sponsorship shall be clearly maintained (i.e., if recognition is exchanged for promotional value, the arrangement may be classified as sponsorship and managed accordingly).

### **In-Kind Donations**

- The District may accept in-kind donations (goods/services), provided they are of use to the District, meet standards and do not impose ongoing significant maintenance or liability burdens.
- The value of in-kind donations should be estimated (fair market value) and documented.

### **Tax Receipts**

- For cash donations and qualifying in-kind donations, the District may issue official tax receipts (depending on CRA regulations) where applicable. The donor is responsible for any valuation documentation required.

### **Conditions and Restrictions**

- The District will assess whether the cost of accepting the donation (installation, maintenance, training, liability) is acceptable or whether the donor must cover such costs.
- Donations with conditions (e.g., exclusive privileges, long-term maintenance obligations) may require Council approval.

### **Ownership and Control**

- Once accepted, donations become the property of the District, unless otherwise agreed. The District retains decision-making over use, disposition, and maintenance of donated assets.

## **Additional Considerations**

The policy does not apply to:

- District owned facilities, programs and services that are operated by another organization.
- Grants obtained from other levels of government, foundations or trusts
- Street names or Park/Playground names.

No District employee, or elected official, may personally gain from an advertising, sponsorship or donation arrangement beyond the agreed benefit to the District.