

## 1.0 Project Identification

**Name of Project:** 4c5 Sponsorship and Naming of Tangible Capital Assets.

**Sponsor:** Lara Widdifield  
(Accountable)

**Project Manager:** Paul McGrath  
(Responsible)

**Project Team Members:** Kristen Van Alphen  
(Responsible or Consult) Aidan Ware  
Jenn Wright  
Pam Coulter

**Approved Budget:**

## 2.0 Business Need

The City has outdated policies (dating back to 1993 and [1998](#)) that govern the naming of city parks and facilities. In 2021, the policy [CS087 Naming and Re-Naming Policy for City Parks and Facilities](#) was created to provide clear and consistent criteria as well as processes for naming City Parks or Facilities as well as considerations where an existing park or facility name is subject to review and consideration for renaming. This policy does not apply to naming relating to financial sponsorship or major donations and does not apply to naming streets or bridges.

Through Service Review, Council has asked that we develop and implement a formal Sponsorship and Naming Rights policy (4c5).

A ***Sponsorship and Naming of Tangible Capital Assets*** policy can be a strategic tool for the City of Owen Sound to enhance its financial stability, community engagement, and overall development.

By offering sponsorship and naming rights, the city can generate additional revenue. This is particularly valuable for funding public projects, services, or facilities without solely relying on tax revenue or government funding.

Engaging local businesses and organizations in sponsorships can strengthen community ties. Businesses get recognition and a sense of contributing to community development, while residents benefit from enhanced services and facilities.

### 3.0 Project Objectives (Purpose)

This project aims to develop a comprehensive **Sponsorship and Naming of Tangible Capital Assets** policy that outlines guidelines, procedures, and criteria for soliciting and managing sponsorships and naming of tangible capital assets within the municipality.

- Streamline and outline the authorizing process and management of Municipal Sponsorship and Naming Rights to ensure a positive municipal image and enhance City products and services;
- Protect The City from risk;
- Provide corporate guidelines and procedures based on best practices and
- Uphold The City’s stewardship role to safeguard City Assets and interests.

### 4.0 Project Scope

- Research and analysis of existing city policies and sponsorship policies from other municipalities.
- Stakeholder consultations with internal departments, community members, and potential sponsors.
- Draft and refine the Municipal Sponsorship Policy document.
- Approval and endorsement of the policy by relevant authorities.
- Development of a communication plan for the policy.

### 5.0 Stakeholders

Name	Consult or Inform
Municipal Council	I
Municipal Departments (Finance, Parks and Recreation, Marketing, etc.)	C
Community Members	C
Local Businesses and Organizations	C
Legal Advisors	C
Project Team Members	C
Ad Hoc Committee	I
Corporate Services Committee / Council	I

### 6.0 High Level Deliverables / Milestone Dates

Item	Deliverables / Milestones	Dates
1	Research and Analysis	Q1 2025
2	Stakeholder Consultations	Q1 2025
3	Policy Drafting and Refinement	Q2 2025
4	Comprehensive Municipal Sponsorship Policy document	Q3 2025

## 6.0 High Level Deliverables / Milestone Dates

5	Presentation for Municipal Council approval	Q4 2025
6	Implementation plan	Q1 2026

## 7.0 Risks

Severity	Description	Mitigation Tactic
High		
Medium	Resistance to change from internal stakeholders.	
	Legal challenges in drafting and implementing the policy	
	Difficulty in attracting sponsors due to economic conditions.	
	Staff resources.	
Low		

## 8.0 Key Results for Success (Must Be Measurable or Quantifiable)

- New policy for Sponsorship and Naming of Tangible Capital Assets is developed.
- Report outlining the new sponsorship policy is presented to the Committee/Council.
- Procedure is developed for businesses to retain naming through sponsorships.