

Management Directive



Management Directive No.:	
Management Directive Name:	Sponsorship and Dedication Management Directive
Date Approved by CAO or Designated Person:	
Date revision approved by CAO or Designated Person:	
Related SOP, Management Directive, Council Policy, Forms	

Directive Statement and Rationale:

Sponsorships, dedications, memorials and similar forms of private association with City property offers the public an opportunity to honour an individual, recognize achievement, establish a memorial or enhance a City property. Similarly, events and other activities of the City may be enhanced through the support of the public, businesses or organizations.

The Sponsorship and Dedication management directive will guide the City's development and communication of programs involving the public's direct participation and association with City property. It is understood that these programs will enhance the City's mandate of ongoing maintenance, development and improvement of City property. These enhancements will occur by allowing for direct public participation, without allowing individuals to unduly influence the design or function of City property through the dedication process.

The following document describes the procedure by which the City of Kawartha Lakes will evaluate and fulfill requests for sponsorship, dedication, or other similar forms of private association with public property.

Scope:

All properties owned and maintained by the City of Kawartha Lakes, excluding road sides.

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1.0 Event/Program Sponsorship

1.01 Private and/or public sponsorship of ongoing programs and/or special events operated directly by the City shall be encouraged. Where a sponsoring business or agency has indicated interest in supporting a City program or event, staff will work with the sponsoring agent to determine the various options of such sponsorship. Such options may include covering all costs or a portion of the costs thereby eliminating or reducing participant costs, or may include enhancements to a program or event including but not limited to equipment, materials or supplies.

Such arrangements will be done on an individual basis and will require the approval of the relevant Director (and/or designate). All arrangements made will be documented and reported on annually to Council through the respective Department. Other public recognition will also be addressed through Section 4.0 of this Management Directive.

2.0 Eligible Amenities for Donation, Dedication or Memorials

2.01 New trees, existing mature trees, park benches, picnic tables, shrub and flower beds, drinking fountains, traditional playground apparatus, sand lots, swing sets, creative play structures, picnic shelters, boat launches, trail signs, trail gates, beach equipment and the like are eligible for inclusion in a sponsorship or dedication program.

2.02 Pictures, furnishings, swimming pool equipment, diving boards, hockey and water polo nets, facility seating, facility lighting, audio-visual equipment, alarm and security systems, score clocks, and the like are eligible for inclusion in a sponsorship or dedication program.

2.03 Additional items of similar nature may be included in the program at the discretion of the relevant Director (and/or designate).

2.04 Donated equipment or materials, with the exception of Artifacts, Archives and Library Board donations and Roadside Memorials which are covered under separate policies, may be accepted by the relevant Department under the following conditions:

- a) The donor understands that such equipment or material, once handed over, becomes City property and the City shall have the right to maintain and/or dispose of the equipment or materials at its sole discretion.
- b) The equipment or material is deemed to have value to the Department in its operations at the Department's sole discretion.
- c) The equipment or material is deemed to be safe for the intended use.

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3.0 Guidelines for Handling Requests and Installations on City Property

3.01 Department staff will use their best efforts to match the requests of the dedicating party to the needs and requirements of the City. In the event that agreement cannot be reached with a potential contributor and/or where such an arrangement is deemed to have a negative impact on a City facility, subject to the potential contributor's desire to proceed, the matter will be forwarded to Council for final approval or denial.

3.02 All activities concerning the sponsorship, dedication and installation of parks/grounds amenities including the species, size and location of new tree plantings; placement and installation of new structures, and the size, type and placement of the dedication plaque, will be in accordance with the overall design and aesthetics of the parks/grounds as interpreted by staff within the Parks, Recreation and Culture Division.

3.03 Sponsorship and dedication of recreational items including the nature, placement and installation of equipment will be in accordance with the needs, design and mandate of the recreational facilities as interpreted by staff within the Parks, Recreation and Culture Division.

3.04 Sponsorship, dedication, and installation of other amenities within or on other City-owned properties will be coordinated through the Building and Property Manager but in consultation and with the endorsement of the 'tenant' Department.

4.0 Public Recognition

4.01 Public recognition of the contributing sponsor shall be commensurate with the amenity involved, the level of financial commitment and the wishes of the contributor and shall be subject to the guidelines and approval process as set out in Sections 1.0 or 3.0. Any individual, group, organization, or business will be eligible for sponsorship and dedication of amenities, provided that the recognition message is in keeping with the integrity of the activity, park, or facility, and within the above guidelines.

5.0 Recognition Through Plaques and Signs

5.01 Plaques, signs and other publicly displayed forms of recognition shall be in accordance with the design and aesthetics of the chosen location with a view toward overall consistency and continuity and with a view to promote the generosity of the donor.

5.02 Recognition plaques to be placed on trees shall be made of durable material designed for permanent, outdoor dedications. Each plaque shall measure approximately six inches by four inches and be sufficient for approximately four lines of an appropriate inscription. Recognition plaques shall be mounted on a concrete footing at the base of the tree.

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5.03 Recognition plaques to be placed on park benches or picnic tables shall be made of durable material designed for permanent, outdoor dedications. Each plaque shall measure approximately three and one half inches by six inches and be sufficient for approximately four lines of an appropriate inscription. All plaques shall be permanently mounted into the back rail of the bench or an appropriate section of the picnic table.

5.04 Recognition plaques for flower and shrub beds shall be made of durable material designed for permanent, outdoor dedications. As the nature, design and location of the beds and the financial contribution involved will differ, permanent installation of the plaque will be at the discretion of the Manager of Parks, Recreation and Culture with final approval by the Director of Community Services.

5.05 Every effort will be made to install a permanent plaque on or around playground apparatus in accordance with functionality, safety, and aesthetics concerns of the equipment and in agreement with the contributing party. A plaque made of durable material designed for outdoor use will be permanently installed near swing or creative play structures in accordance with the aforementioned safety and aesthetics concerns and level of financial contribution.

5.06 A permanent plaque, suitable for the location and nature of the contribution, will be installed in recreation amenities in a publicly visible area of the facility to acknowledge the contributing party.

6.0 Duration

6.01 The dedication/sponsorship period shall be for the natural life of the item involved. If a new tree dies during the first ten years, the City shall replace it at its own expense. For other items such as benches, picnic tables, playground apparatus and similar structures come to the end of their practical usefulness as determined by the relevant City Department, the City's obligation to the sponsoring party will be deemed complete and these items may be removed or replaced at the City's sole discretion.

6.02 Every effort will be made by the relevant Department to maintain an updated database of sponsors. When a sponsored item is deemed ready to be removed or replaced, the relevant Department will make every effort to contact the original sponsoring party to offer a renewed sponsorship opportunity.

6.03 Should removal or replacement of a sponsored item be required due to park redevelopment, facility re-development or other factor, the sponsoring party will be contacted by the relevant Department and a suitable replacement item offered.

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7.0 Adopt-A-Park/Trail/Facility

7.01 Interested organizations and/or businesses may enter into partnership with the City to share in the overall costs of developing, re-developing or maintaining a park, trail, recreational facility, or City room/building. Such arrangements will be done in writing and, in the case of significant capital initiatives, will be subject to Council approval. Through such a program, the participating individual, organization and/or business will have the new park/trail/facility/room named after them or their name incorporated into the name of an existing park/trail/facility.

7.02 Agreements established under the 'adoption' program and for the specific purpose of providing a financial contribution, shall include but not be limited to the following program conditions:

- a) the donation is unconditional and limited to the terms of this policy;
- b) the equipment donated becomes the sole property of the Corporation of the City of Kawartha Lakes for maintenance and liability purposes;
- c) the official naming of the park or trail, or recreation facility will be initiated only upon receipt of all financial conditions being met;
- d) the final decision regarding the implementation of this program rests with Council.

7.03 Agreements relating to an organization and/or a business's desire to provide enhanced service either through voluntary efforts and/or a funding contribution towards maintenance shall be arranged subject to the following terms and conditions:

- a) the volunteering organization commits to a minimum number of 'voluntary hours' for a minimum of three years as determined by the relevant Department;
- b) the volunteering organization provides proof of liability insurance for such activities on city property or, where the organization does not have coverage, indicate their requirement for coverage through the City at which point coverage will be provided subject to endorsement of the activity by the City's Insurer;
- c) the volunteer organization assumes all direct or indirect costs associated with performing the activities they have offered to perform unless such costs have been previously agreed to be covered by the City;
- d) the volunteer organization agrees, in writing, to any safety guidelines and other conditions outlined as part of being involved in such programs.

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Subject to the foregoing, the City will provide signage indicating that the park, trail, or facility (or amenity) has been ‘adopted’ by the relevant business or organization with the activity defined.

8.0 Pricing

8.01 Pricing for various amenities will reflect the overall costs to the City of procuring, installing, maintaining and, if necessary, replacing the item as described above. Similarly, costs associated with the recognition plaque and/or signage will be included in all costs identified to the dedicating individual, organization and/or business. In the case of program or event sponsorship, pricing will reflect the costs as agreed to in advance with the sponsoring agent and shall ensure that there is a positive impact on the City’s budget for that program or event.

8.02 Notwithstanding section 8.01, the City may choose to waive any associated costs with a sponsorship and/or dedication where other agreements are arranged through Council. Further, in the case of “Adopt-A-Park/Trail/Facility” programs, such costs will be incorporated within an agreement specific to that arrangement as outlined within this directive.

Revision History:

Proposed Date of Review:

Revision	Date	Description of changes	Requested By
0.0	[Date]	Initial Release	