

The Corporation of the Township of North Huron

By-law No. 57-2025

Being a by-law to adopt a Sponsorships, Advertising and Naming Policy for the Corporation of the Township of North Huron

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**The Corporation of the Township of North Huron**

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WHEREAS Section 5(3) of the Municipal Act, S.O. 2001, c.25, as amended, provides that municipal power shall be exercised by by-law;

AND WHEREAS the Council of the Corporation of the Township of North Huron is desirous of adopting a Sponsorships, Advertising and Naming Policy for the Corporation of the Township of North Huron;

NOW THEREFORE the Council of the Corporation of the Township of North Huron ENACTS as follows:

1. That the Sponsorships, Advertising and Naming Policy attached hereto as Schedule "A" is hereby adopted and shall form part of this by-law.
2. That this by-law shall come into force and takes effect on the day of the final passing thereof.

Read a first and second time this 11<sup>th</sup> day of August, 2025.

Read a third time and passed this 11<sup>th</sup> day of August, 2025.

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Paul Heffer, Reeve

CORPORATE SEAL

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Carson Lamb, Clerk

# **Township of North Huron**

## **Sponsorships, Advertising and Naming Policy**



## 1. Purpose

- 1.1. The purpose of this Policy is to acknowledge that corporations, businesses, individuals, and service organizations may from time to time choose to support financially and/or materially through sponsorships (including naming rights), and advertising on Township property or in Township publications. The Township supports the development of sustainable relationships between the Township and the community and encourages community groups, businesses, civic organizations, corporations, and others to join in developing municipal-business relationships with the Township through various types of sponsorships and advertising arrangements for the benefit of the community.
- 1.2. The primary objective of the Policy is to establish parameters and guidelines and a process to evaluate and accept or decline sponsorship opportunities and undertake advertising activities while safeguarding the Township's values, image, assets, and interests, while increasing the opportunities for revenue generation and third-party partnerships.

## 2. Policy Statement

- 2.1. The Township of North Huron welcomes and encourages sponsorships (including naming rights) and advertising undertaken to assist in the provision of Township services and projects while increasing opportunities for revenue generation through Township assets and facilities.
- 2.2. Acceptable sponsorships and advertising provide benefits to the civic, cultural, or recreational programs of the Township through the contributions of products, services, or financial resources to the Township. All sponsorships and advertising shall be consistent with the Township of North Huron's vision, mission, and values and will not compromise or contradict any by-law or Policy of the Township of North Huron or reflect negatively on the Township's public image. All sponsorship and advertising agreements shall be established in a manner that ensures access and fairness and results in the optimal balance of benefits to the Township and the community.

## 3. Scope

- 3.1. While encouraging business and community relationships, the Township recognizes that it has a responsibility to provide as safe and secure an environment as possible for all residents. The Township with a 'captive' clientele will not become a vehicle for the circulation of materials that may be perceived to be inflammatory in nature or intent.

- 3.2. This policy applies to all relationships between the Township of North Huron and businesses, organizations, and individuals that contribute either financially or in-kind to Township programs, services, facilities, or other Township assets in return for recognition, public acknowledgement, or other promotional considerations. The Policy applies to the following, but not limited to, program and special event sponsorship; naming/renaming of Township property, buildings, and structures; pouring rights; paid advertising on Township property, events, and in Township publications; and signage.
- 3.3. This Policy does not apply to in memoriam donations such as the tree and bench program or the Blyth and Wingham Memorial Leaf walls.
- 3.4. This Policy does not apply to donations which have been given voluntarily and without compensation or non-monetary consideration such as advertising, promotion or services. Said donations shall be governed by the Township of North Huron "Acceptance of Donations and Fundraising Campaigns Policy."
- 3.5. This Policy does not apply to contracts where a service or product is provided to the Township for a fee or to other arrangements the Township enters into to manage its operations, such as those acquired under the Procurement Policy.
- 3.6. This Policy does not take precedence over any policies, practices, or agreements concerning advertising and associated in-kind service arrangements that are developed through purchasing contracts or other means.

#### 4. Definitions

- 4.1. "Advertising" means the sale to an external company, organization, enterprise, association, or individual of advertising space on Township printed materials, property, Township events, or in conjunction with a Township program. Unlike sponsorship, advertising sales involve the simple purchase by an advertiser of advertising space sold at rates determined by the Township. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased.
- 4.2. "Donations" means charitable giving of money, goods, or services given to the Township with no expectation of reciprocal provision of goods or services to the donor or detailed involvement of the donor in how donated funds are deployed or how donated goods are used.

- 4.3. "Ethical Scans" means a search of potential sponsors'/advertisers' main company and subsidiaries, if any, that is performed to determine if the sponsor/advertiser meets the requirements defined by the Policy.
- 4.4. "Form of Sponsorship" means:
- Cash – A sponsorship received in the form of financial resources.
  - In-kind – Goods or services of value to the Township are received rather than cash.
- 4.5. "Naming Rights" means a type of sponsorship in which an external company, organization, enterprise, association, or individual purchases the exclusive rights to name the asset or venue, or part of a facility, for a fixed period of time. This arrangement is usually documented in a written agreement signed by the interested parties and has a specified end date for the contractual obligations.
- 4.6. "Pouring Rights" means a type of sponsorship in which a corporation, organization or individual purchases the exclusive rights to supply beverages at a Township facility in exchange for money and/or other considerations over the term of an agreement.
- 4.7. "Sponsorship" means a mutual agreed to arrangement between the Township and an external company, organization, enterprise, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods or services to a Township of North Huron facility, activity, series of activities, program, project or special event, or service in return for recognition, acknowledgment or other promotional considerations or benefits. This does not include donations and gifts or advice to the Township where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought. Generally, sponsorships shall be for a specific, short-term, and limited purpose, usually no more than one year in duration. There will be no provision for automatic renewal or extension of the agreement, and it will be subject to an evaluation process.
- 4.8. "Township" means the "The Corporation of the Township of North Huron".

## 5. Responsibility

- 5.1. It is the responsibility of the Director of Recreation or their designate to oversee this policy.

## 6. Policy

- 6.1. Sponsorships and advertising agreements must comply with Federal, Provincial statutes, municipal by-laws, or Council-adopted plans and the standards set out by the Canadian Advertising Standards Council.
- 6.2. The Township shall have the authority to accept or decline any form of sponsorship. Acceptance of sponsorships is at the sole discretion of the Township.
- 6.3. The Township will maintain control over the planning and delivery of sponsorship and advertising activities through the administration of all sponsorship and advertising contracts by the Director of Recreation or designate.
- 6.4. Where appropriate, the Township may issue a Request for Proposal (RFP) or conduct an informal RFP for Sponsorships or Naming Rights for a specific Township asset.
- 6.5. Potential sponsors/advertisers will be subject to an ethical scan.
- 6.6. Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the Township.
- 6.7. Advertising devices must not impact on the quality and integrity of the Township's properties, buildings, streetscape, and provide no added risks to safety.
- 6.8. The advertisement of a product or service does not act as the Township's endorsement of any one product or service.
- 6.9. The Township reserves the right to terminate an existing sponsorship or advertising agreement should conditions be deemed to no longer be in the best interests of the Township or as a result of failure of payment from the sponsorship or advertising partner, that the sponsor may have or be perceived to have unethical practices as determined at the sole discretion of the Township; or as the result of a change in the Sponsor's status or product that if, through association, has a negative impact on the Township.

## 7. Naming Rights

- 7.1. All proposals for naming rights will be presented to the Council for approval.

- 7.2. Naming rights will not be considered for facilities that have been named in honor of prominent citizens or events at the direction of the Council.
- 7.3. Naming Rights terms shall be available for a term of up to ten (10) years, and a minimum of five (5) years may be renewed as per direction from the Council.

## 8. Restrictions on Sponsorship and Advertising

- 8.1. The Township will not solicit or accept sponsorship or advertising from companies whose reputation or business practices could prove detrimental to the Township's public image and/or whose main business is derived from the following:
  - Cigarettes, cigars, or any tobacco or cannabis product.
  - The sale of weapons.
  - Adult entertainment.
  - Liquor, wine, beer, or any alcoholic beverage advertisements will be permitted as long as they do not contravene the Canadian Code of Advertising Standards.
  - Products or services that present demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.
- 8.2. The Township will not accept advertising of questionable tastes in its content or method of presentation. Advertising must be free from offensive language or racial connotations.
- 8.3. Advertising that tends to disparage a political candidate or party, or cause, will not be allowed.
- 8.4. Religious advertising which promotes a specific ideology, ethnicity, point of view, policy, or action which, in the opinion of the Township, might be deemed prejudicial to other religious groups or offensive to the public is not permitted. Religious advertising will be permitted if the information is designed to promote a specific meeting, gathering, or event, as long as the information is confined to the subject, name of speaker, location, date, and time of event.

## 9. In-Kind Services

- 9.1. Township staff may explore and navigate opportunities that may arise in which the Township may receive "goods and services" in exchange for negotiated



signage. This type of transaction will not increase revenue but will decrease operating expenses and is a tool used when planning for capital improvements.