

ADVERTISING POLICY

Effective Date: June 10, 2020

Supersedes / Amends:
Arena Advertising Policy
May 21, 2014

1. Purpose

To establish and regulate a consistent and equitable method for user groups, businesses and other organizations wishing to Advertise on the Premises of LMCG.

2. Definitions

For the purposes of this policy, the following definitions apply:

“**Advertise**” or “**Advertising**” means the sale or lease of advertising or signage space on the Premises at LMCG. Unlike sponsorship, it involves the use of public and private advertising contracted at pre-determined rates for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any additional benefits beyond access to the space.

“**Board**” means the Board of Management of LMCG.

“**LMCG**” means Leaside Memorial Community Gardens.

“**Naming Rights**” are a type of Sponsorship in which an external partner receives the exclusive right to name a specific asset at LMCG under specific terms. The naming right is sold or exchanged for cash or other valuable consideration.

“**Premises**” means the location of the LMCG facility which has a municipal address of 1073 Millwood Road, Toronto, Ontario, M4G 1X6.

“**Sponsorship**” or “**Sponsorships**” means a mutually beneficial business arrangement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to LMCG in return for commercial advantage. This payback may take the form of publicity, promotional consideration or merchandising opportunities at LMCG.

3. Scope and Application

(a) This policy applies only to Advertising contained on the Premises.

- (b) This policy does not apply to Naming Rights or Sponsorships. The Board has a separate naming and sponsorship policy that should be referred to.
- (c) Any Advertising which varies from the requirements of this policy shall be approved by the Board.

4. Advertiser Eligibility and Restrictions

- (a) The Board shall decline Advertising opportunities and proposals from parties that are disqualified from doing business with the City of Toronto.
- (b) Advertisers are prohibited from implying that their products, services or ideas are sanctioned by LMCG and its Board.
- (c) There shall be no actual or implied obligation to purchase the product or services of the advertiser.
- (d) The Board is the only entity that is permitted to contract for Advertising opportunities for space and locations within the Premises.

5. Principles

5.1 General

- (a) LMCG does not endorse the products, services, or ideas of any advertiser.
- (b) All relationships with advertisers shall be confirmed by a contract.
- (c) Proceeds received from Advertising shall be applied as revenue towards LMCG.

5.2 Advertising Criteria

- (a) The Board will consider all advertising opportunities and proposals but has no obligation to accept any of them. The Board reserves the right to refuse any opportunity or proposal, including, but not limited to, those submitted by third parties whose activities are perceived to be incompatible with the LMCG's goals, values or mission.
- (b) All Advertising agreements must be arranged for a fixed term.
- (c) Any Advertising must not confer a personal benefit, directly or indirectly, to any particular Board member, employee or City of Toronto official.
- (d) Any Advertising must not create an ongoing financial obligation for the LMCG beyond the term of any contract that is entered into with an external party.
- (e) Any Advertising must not interfere with existing contractual obligations.
- (f) The Advertising must not unduly detract from the character, integrity, aesthetic quality or safety of the Premises or unreasonably interfere with its enjoyment or use.

- (g) All interested user groups, businesses and organizations wishing to Advertise within the Premises shall have equal opportunity to Advertise on a first come first serve basis.
- (h) The General Manager and the Chair of the Operations and Community Relations Committee will be responsible for identifying the types of Advertising permitted on the Premises and bringing their recommendations to the Board for approval. The following types and forms of advertisement may be permitted: floor banners or wall banners; rink dasher board advertisements; ice resurfacing machine wraps, electronic media advertisements within the arena, floor decal advertisements, on-ice advertisements, exterior pylon sign. The Board reserves the right to amend the types and forms of Advertising permitted within the Premises. The Board reserves the right to consider alternative types and forms of Advertising from time to time.
- (i) The General Manager and the Chair of the Operations and Community Relations and Committee will be responsible for identifying the available Advertising locations and placement spaces within its facilities.
- (j) The General Manager and the Chair of the Operations and Community Relations Committee shall bring recommendations to Board to obtain approval for extraordinary or non-traditional forms of Advertising being requested including the location and placement such advertisement within the Premises.
- (k) All Advertising signage and associated artwork will be professionally designed by the party requesting the advertisement. The manufacture of the signage will be responsibility of LMCG to promote consistency in design. All costs associated with the artwork, design, printing, manufacture, setup, fees, installation are the responsibility of the party requesting the advertisement.
- (l) The advertiser shall be responsible for the upkeep and maintenance of the signage, including any costs associated with the upkeep. LMCG will not be responsible for the maintenance of the advertisement or any damage or theft of the signage.
- (m) The following forms of advertisement or copy endorsing the following products shall not be approved as acceptable forms of advertisement: tobacco or tobacco products; cannabis, vaping or any similar type of smoking paraphernalia; alcohol in the form of liquor, beer or wine; references of a political or electoral nature in respect of any level of government; and any other class of Advertising which the Board finds objectionable.
- (n) Unless otherwise agreed by the Board, advertising fees are payable to LMCG on an annual basis to maintain the displaying of signs within the LMCG facilities.
- (o) All advertisement fees shall be approved by the Board on an annual basis.
- (p) A fully executed advertising agreement must be in place prior to the installation and acceptance of any form of the Advertisement.
- (q) This Advertising Policy replaces and supersedes any prior policy and procedures on this subject matter as may have been previously approved by the Board.