

## SPONSORSHIP POLICY

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**Effective Date:** June 10, 2020

**Supersedes / Amends:**  
No Previous Policy

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### 1. Purpose

LMCG welcomes mutually beneficial Sponsorships that enrich the lives of residents by enhancing its properties and programs.

### 2. Definitions

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

**“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 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. Objective and Purpose

The purpose of this policy is to establish a Sponsorship protocol that:

- provides guidelines which facilitate and support opportunities for Sponsorship at LMCG; and
- creates a systematic approach to soliciting, managing and reporting on Sponsorships.

#### 4. **Scope and Application**

- (a) This policy applies only to Sponsorships with respect to the Premises, the LMCG website (<http://leasidegardens.com>) and its social media platforms.
- (b) This policy does not apply to major LMCG user groups (e.g., Leaside Hockey Association, Leaside Skating Club, Toronto Leaside Girls Hockey Association and Hockey Extreme) that wish to have an external party sponsor their team uniforms and gear, events and other team matters that do not directly affect the Premises.
- (c) This policy does not apply to Naming Rights or Advertising. The Board has a separate naming and advertising policy that should be referred to.
- (d) Any Sponsorship which varies from the requirements of this policy shall be approved by the Board.

#### 5. **Principles**

##### 5.1 **General**

- (a) Potential sponsors must not be canvassed in a manner that uses or implies coercion.
- (b) Benefits to the sponsor are limited to those expressly stated in the Sponsorship agreement.
- (c) LMCG and its Board does not endorse the products, services, or ideas of any sponsor.
- (d) All Sponsorship relationships shall be confirmed by a contract.
- (e) Proceeds received from a Sponsorship shall be applied as revenue towards LMCG.

##### 5.2 **Sponsorship Criteria**

- (a) The Board will consider all Sponsorship proposals but has no obligation to accept any of them. The Board reserves the right to refuse any proposal, including, but not limited to, those submitted by entities whose activities are perceived to be incompatible with the LMCG's goals, values or mission.
- (b) All Sponsorship agreements must be arranged for a fixed term.
- (c) The Sponsorship must not confer a personal benefit, directly or indirectly, to any particular Board member, employee or City of Toronto official.
- (d) The Sponsorship 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) The Sponsorship must not interfere with existing contractual obligations.

- (f) The Sponsorship must not unduly detract from the character, integrity, aesthetic quality or safety of the Premises or unreasonably interfere with its enjoyment or use.

### 5.3 Sponsor Eligibility & Restrictions

- (a) The Board shall decline sponsorship proposals from parties that are disqualified from doing business with the City of Toronto.
- (b) Sponsors 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 sponsor.
- (d) User Groups of LMCG are prohibited from acquiring sponsorship opportunities and selling Sponsorship space on the Premises without the express authority and written approval of the Board.
- (e) The General Manager and the Chair of the Operations and Community Relations Committee will be responsible for:
  - identifying and approving the types of Sponsorship opportunities and events that are permitted on the Premises, the LMCG website (<http://leasidegardens.com>) and its social media platforms;
  - approving the publicity and promotional materials of the sponsor;
  - identifying the available locations and placement of publicity and promotional materials of the Sponsor within the Premises; and
  - bringing their recommendations to the Board for approval.