



CHESTERMERE

Policy Name: Donation, Sponsorship, and Naming Rights Policy

Policy Number: 858

Effective Date: May 26, 2026	Approved By: Mayor and Council
Policies Amended / Rescinded: Policy #206 Sponsorship, Naming and Donation Acceptance Policy	Policy Type: Council

1. Purpose

1.1 The City of Chestermere recognizes that donors and sponsors are valued partners who contribute meaningfully to the quality of life and vibrancy of our community. The City is committed to engaging all prospective and existing donors and sponsors with professionalism, transparency, and genuine appreciation. This policy establishes the framework through which the City may enter Sponsorship and Naming Rights arrangements and accept Donations to support municipal programs, services, facilities, and initiatives through time-limited, transparent, and mutually beneficial partnerships.

1.2 This Policy establishes the criteria, authority, and process for evaluating and approving Sponsorships, Naming Rights, and associated Donations, while ensuring such arrangements:

1.2.1 align with the City's values, strategic priorities, and community interests;

1.2.2 protect the City's integrity, reputation, and public trust;

1.2.3 do not compromise municipal independence, neutrality, or decision-making;

and



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1.2.4 are consistent with the City's obligations under the Canadian Free Trade Agreement and the New West Partnership Trade Agreement with respect to non-discrimination in competitive processes.

1.3 The Policy aims to:

- 1.3.1** define clear criteria and processes for evaluating and approving Donations, Naming Rights, and Sponsorships;
- 1.3.2** encourage partnerships that enhance City programs, services, and assets through sponsorship or naming arrangements without compromising public trust;
- 1.3.3** provide guidelines related to Donations and the Sponsorship or Naming of City Assets, including land, parks, facilities, structures, services, programs, and events, involving commercial or philanthropic arrangements with the City; and
- 1.3.4** ensure compliance with applicable laws, ethical standards, and best practices, including *the Municipal Government Act (MGA)*, *Access to Information Act (ATIA)*, the *Protection of Privacy Act (POPA)*, the City's existing procurement and financial policies, the Canadian Free Trade Agreement, and the New West Partnership Trade Agreement.

1.4 This Policy does not apply to:

- 1.4.1** funding obtained from other orders of government through formal grant programs;
- 1.4.2** civic awards, commemorative recognition, ceremonial acknowledgement, or municipal naming undertaken for identity, wayfinding, historical, or cultural purposes, which are governed by separate city policies and programs; and
- 1.4.3** City sponsorship and/or financial support of external projects where the City provides funds to an outside organization.



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2. Definitions

- 2.1. **“Administration”** means the employees, departments, and designated representatives of the City of Chestermere who are responsible for implementing, managing, and enforcing this Policy, as directed by the Chief Administrative Officer (CAO).
- 2.2. **“ATIA”** means the *Access to Information Act, SA 2024, c A-1.4*.
- 2.3. **“Asset”** means any City owned, City-managed, or City-operated program, service, or event that may hold value for Naming and Sponsorship opportunities, including but not limited to facilities, parks, digital platforms, and events. Assets available for Sponsorship and Naming Rights are listed by tier in the Asset Schedule attached as Schedule A.
- 2.4. **“Asset Schedule”** means the schedule of assets available for Sponsorship and Naming Rights opportunities, organized by approval tier, attached to this Policy as Schedule A. The Asset Schedule may be amended by resolution of Council.
- 2.5. **“Authorizing Authority”** means the individual or body empowered under Section VII of this Policy to approve or decline Sponsorships, Donations, and Naming Rights, including Council, the CAO, or any delegated Employee.
- 2.6. **“Bequest”** means a gift of cash, securities, real property, personal property, or other assets transferred to the City through a donor’s will or estate plan, including residual bequests, specific bequests, and contingent bequests. The City may accept a Bequest in accordance with Section 4.10 of this Policy.



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- 2.7. **“City”** means the municipal corporation of the City of Chestermere, in the Province of Alberta, or the area within the City of Chestermere’s corporate limits, as the context requires.
- 2.8. **“Commemorative Recognition”** means non-commercial, physical or place-based recognition intended to honour an individual, organization, or event, governed by a separate City policy, and does not constitute Sponsorship or Naming Rights under this Policy.
- 2.9. **“Council”** means the duly elected Mayor, and Councillors of the City of Chestermere.
- 2.10. **“Donation”** means a voluntary contribution of cash, assets, or in-kind goods or services provided to support City initiatives, without expectation of commercial benefit or reciprocal recognition. Where a Donation includes promotional recognition or naming, it will be evaluated and managed in accordance with the Sponsorship or Naming Rights provisions of this Policy.
- 2.11. **“Employee”** means an individual employed by the City of Chestermere, whether full-time, part-time, temporary, or contract, and includes volunteers or consultants acting on behalf of the City where applicable.
- 2.12. **“Estate Gift”** means any planned or deferred gift that transfers value to the City upon or following the death of a donor, including Bequests, beneficiary designations, charitable remainder trusts, or gifts of life insurance. Estate Gifts are subject to the same eligibility and restrictions applicable to Donations under this Policy.



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2.13. “In-Kind Contribution” means a non-cash Donation of goods and/or services that directly supports City initiatives, programs, or operations. In-Kind Contributions may include the provision of professional services, materials, equipment, use of facilities, or other tangible or intangible items provided without charge. The fair market value of an In-Kind donation must be reasonable, verifiable, and supported by third-party documentation sufficient to demonstrate how the value was determined. Acceptable forms of In-Kind Contributions are subject to the gift type and channel provisions set out in Section 4.11 of this Policy.

2.14. “Naming Rights” means a form of Sponsorship in which an external party is granted the exclusive right to assign their name to a City Asset, event, or program for a defined term, in exchange for significant financial or in-kind consideration, subject to City approval, and governed by a written agreement with a specified end date.

2.15. “POPA” means the *Protection of Privacy Act, SA 2024, c P-28.5*.

2.16. “Relationship Manager” means the City staff member designated by the CAO to serve as the primary point of contact and dedicated concierge for all Sponsorship, Donation, and Naming Rights inquiries, proposals, negotiations, and stewardship. The Relationship Manager is responsible for ensuring that prospective and existing donors and sponsors receive professional, timely, and respectful experience throughout all stages of engagement with the City. Contact information for the Relationship Manager shall be published on the City’s website and updated as required.

2.17. “Sponsorship” means a mutually beneficial arrangement where an external party provides financial or in-kind support in exchange for recognition, marketing, or promotional benefits.



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- 2.18. “Tier 1 Asset”** means a major City facility, building, or park as identified in Schedule A, for which a public competitive process and Council approval is required prior to entering a Sponsorship or Naming Rights agreement.
- 2.19. “Tier 2 Asset”** means a City program, event, internal space, or component of a facility as identified in Schedule A, for which CAO approval is sufficient to enter a Sponsorship or Naming Rights agreement.
- 2.20. “Title Sponsorship”** means the highest level of Sponsorship designation, conferring the right to have a sponsor’s name associated with the primary or overall name of a Tier 1 Asset.

3. Scope

- 3.1** This Policy applies to Sponsorship, Naming Rights, and associated Donations involving City-owned or managed assets, programs, or facilities, including voluntary contributions to support City initiatives, with or without associated recognition.
- 3.2** This Policy does not govern:
- 3.2.1** municipal naming undertaken for identity, wayfinding, historical, or cultural purposes;
 - 3.2.1** civic awards or honours;
 - 3.2.2** commemorative recognition of physical amenities;
 - 3.2.3** ceremonial acknowledgement;
 - 3.2.4** sponsorship arrangements entered independently by organizations that lease, operate, or partner with the City on City-owned assets, provided those arrangements do not involve the overall naming of a City Asset and do not require Council or CAO approval under this Policy; or



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3.2.5 sponsorship or events run by partner organizations through the City's Event Partnership Program, unless those arrangements involve City Assets directly.

4. Naming Rights and Sponsorship Process

4.1 Contact and Inquiry

4.1.1 The Relationship Manager shall serve as the primary point of contact and dedicated concierge for all incoming Sponsorship, Donation, and Naming Rights proposals and inquiries under this Policy. Prospective sponsors and donors are encouraged to direct all initial inquiries to the Relationship Manager. Contact information for the Relationship Manager shall be published on the City's website and updated as required.

4.2 Eligibility and Initiation

4.2.1 Naming and Sponsorship opportunities may be initiated through:

4.2.1.1 a public call for proposals, issued by Administration and advertised for a minimum of 30 days;

4.2.1.2 direct solicitation by the City, initiated by Administration with the approval of the Authorizing Authority; or

4.2.1.3 unsolicited proposals from potential sponsors or external stakeholders, which will be evaluated against the same criteria as solicited proposals. Receipt of an unsolicited proposal does not create any obligation on the part of the City.

4.2.2 Prior to the approval of any Naming Rights or Sponsorship agreement, Administration shall conduct or commission a valuation of the relevant Asset, program, or event to establish a fair market value. For agreements with an estimated value exceeding \$50,000, an independent third-party valuation is required.



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- 4.2.3** All proposals will undergo an ethical review by Administration. For agreements with an estimated value exceeding \$50,000, legal review by the City's legal counsel is mandatory.
- 4.2.4** Donations may be accepted in the form of financial contributions or physical Assets to support City initiatives and/or as a supplement to City-owned Assets.
- 4.2.4.1** all costs associated with the design, fabrication, delivery, and installation of a Donated Asset shall be borne by the donor, unless otherwise negotiated and documented in the agreement;
- 4.2.4.2** donated Assets may be considered for recognition or naming opportunities in accordance with this Policy;
- 4.2.4.3** Administration will assess the costs and impact of assigning a name to the Asset; and
- 4.2.4.4** requests primarily intended to honour an individual or event through physical recognition will be referred to the City's Commemorative Recognition Program.
- 4.2.5** The Authorizing Authority shall review the proposal, including valuation (where applicable), legal and ethical compliance, and alignment with this Policy, and shall issue a decision to approve or deny the Sponsorship, Donation, or Naming Rights proposal.
- 4.2.5.1** if approved, Administration shall initiate agreement preparation, financial processing, and coordination of delivery, installation, or implementation of the Donated or Sponsored Asset, subject to Section 4.2 of this Policy. Agreements shall be executed within 90 days of approval unless an extension is granted by the Authorizing Authority; and
- 4.2.5.2** if denied, the applicant shall be notified of the decision in writing.



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4.2.6 The appropriate department will be notified of the decision to facilitate mapping.

4.2.7 When a name has been incorporated, online information, signage, and publications will be changed to reflect the official name, subject to Section 8 of this Policy.

4.2.8 The City reserves the right to modify, relocate, or remove any signage or Asset.

4.2.9 All decisions made under this section are subject to the Authorizing Authority.

4.3 Agreement Requirements

4.3.1 All Naming and Sponsorship agreements must be formalized in writing and signed in accordance with the City's signing authority requirements.

Agreements must include:

4.3.1.1 a clear description of the relationship and scope;

4.3.1.2 sponsor contributions (financial or In-Kind) and valuation method;

4.3.1.3 roles and responsibilities of both parties;

4.3.1.4 duration and renewal terms;

4.3.1.5 confirmation that Sponsorship and Naming Rights are time-limited and do not create an expectation of permanence or future recognition;

4.3.1.6 ownership and disposition of any resulting Assets;

4.3.1.7 termination clauses and remedies;

4.3.1.8 marketing and recognition details;

4.3.1.9 a morals and reputational clause permitting the City to terminate the agreement if the Sponsor or Donor engages in conduct that, in the City's reasonable opinion, brings the Sponsor, the City, or the named Asset into disrepute, or that conflicts with the City's values or this Policy;



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4.3.1.10 confidentiality and compliance to *the Access to Information Act (ATIA)* and the *Protection of Privacy Act (POPA)*;

4.3.1.11 acknowledgment of adherence to this Policy; and

4.3.1.12 any other requirements subject to the discretion of the Authorizing Authority.

4.4 Legal and Ethical Review

4.4.1 Agreements with an estimated value exceeding \$50,000 shall be reviewed by the City's legal counsel prior to execution. All other agreements may be reviewed at the discretion of the Authorizing Authority.

4.4.2 Agreements must align with ethical and financial best practices.

4.4.3 Where an In-Kind Contribution is involved, valuation must be supported by third-party documentation prior to the execution of the agreement.

4.5 Material Change

4.5.1 Sponsors and donors must notify the City in writing of any material change to their organization, including but not limited to change of ownership, corporate rebranding, insolvency proceedings, or any event that may affect the City's reputation or the integrity of the agreement.

4.5.2 Upon receiving notice of a material change, the City reserves the right to review, renegotiate, or terminate the agreement in accordance with the termination provisions of the agreement.

4.5.3 Failure to notify the City of a material change may constitute grounds for immediate termination.



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4.6 Third Party Leases

4.6.1 If a City Asset is leased to a third party, any Sponsorship or naming arrangement must comply with this Policy and receive prior approval from Council.

4.7 Advertising and Co-Branding

4.7.1 All advertising must maintain the integrity and safety of City Assets and must not imply City endorsement of any product or service.

4.7.2 All advertising and co-branded materials must comply with applicable federal and provincial legislation and shall adhere to the Canadian Code of Advertising Standards, as administered by Ad Standards, including principles related to accuracy, fairness, public decency, and social responsibility.

4.8 Termination Rights

4.8.1 The City reserves the right to terminate any agreement if it is no longer in the public interest or if the sponsor's actions conflict with City values. Terms of termination shall be governed by the agreement.

4.9 Right of Refusal

4.9.1 The City may reject any unsolicited Sponsorship, Donations, or naming proposal that does not align with this Policy, Council's Strategic Plan, or other relevant legislation.



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4.10 Bequests and Estate Gifts

4.10.1 The City may accept Bequests and Estate Gifts, including residual bequests, specific bequests, charitable remainder arrangements, beneficiary designations on registered accounts or life insurance policies, and gifts of real or personal property, subject to the eligibility and restrictions in this Policy.

4.10.2 Prospective donors wishing to include the City as a beneficiary in their estate plan are encouraged to contact the Relationship Manager, who shall provide information on the City's gift acceptance practices and coordinate with Administration and legal counsel as appropriate.

4.10.3 Role of Executor: The City will not accept appointment as executor or administrator of a donor's estate. The City may, however, accept the role of residual beneficiary following named disbursements, subject to the approval of the CAO and legal review to confirm that the gift does not expose the City to undue liability, ongoing obligations, or costs that outweigh its value.

4.10.4 Gift Assessment: Prior to accepting a Bequest or Estate Gift, Administration shall assess:

4.10.4.1 whether the gift aligns with City values, strategic priorities, and this Policy;

4.10.4.2 any conditions, restrictions, or encumbrances attached to the gift;

4.10.4.3 any carrying costs, liabilities, or obligations associated with accepting the gift, including maintenance, remediation, or legal costs; and

4.10.4.4 the liquidity and fair market value of the gift, supported by independent valuation where the estimated value exceeds \$50,000.



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4.10.5 The City reserves the right to decline a Bequest or Estate Gift that does not meet the criteria of this Policy, imposes unacceptable conditions, or would create a financial or reputational burden on the City.

4.10.6 Where a Bequest or Estate Gift is accepted, the donor or their estate representative shall be acknowledged with appropriate recognition in accordance with Section 5 of this Policy.

4.11 Acceptable Gift Types and Channels

4.11.1 Currency: The City accepts financial Donations and Sponsorship payments denominated in Canadian dollars (CAD). Contributions in foreign currencies will be converted to CAD at the Bank of Canada exchange rate on the date of receipt; any exchange costs shall be borne by the donor or sponsor unless otherwise agreed in writing.

4.11.2 Payment Channels: Acceptable payment channels include:

4.11.2.1 cheque made payable to the City of Chestermere;

4.11.2.2 electronic funds transfer (EFT) or direct deposit to a City-designated account;

4.11.2.3 e-transfer, where authorized by the Finance Department; and

4.11.2.4 other payment methods approved in advance by the Finance Department.

4.11.3 Cash: Cash donations may be accepted in limited circumstances, subject to Finance Department protocols, receipt issuance, and applicable anti-money-laundering requirements. The City reserves the right to decline cash contributions above a threshold established by the Finance Department.



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- 4.11.4 Securities and Investments:** The City may accept gifts of publicly traded securities, bonds, or similar instruments. Donated securities will be liquidated promptly upon receipt unless Council has specifically authorized their retention. The City does not accept restricted, illiquid, or privately held securities without prior legal review and CAO approval.
- 4.11.5 Cryptocurrency and Digital Assets:** The City does not accept cryptocurrency, non-fungible tokens (NFTs), or other digital assets as Donations or Sponsorship contributions unless specifically authorized by Council resolution.
- 4.11.6 Tangible Personal Property:** Gifts of tangible personal property, including equipment, coin collections, art, or collectibles, will only be accepted if:
- 4.11.6.1** the item has a verified fair market value supported by independent appraisal;
 - 4.11.6.2** the item serves a demonstrated municipal purpose or can be readily liquidated; and
 - 4.11.6.3** the CAO has approved the acceptance in advance.
- 4.11.7 Real Property:** Gifts of real property (land or buildings) require Council approval and legal review prior to acceptance, including title search, environmental assessment, and assessment of any associated liabilities or conditions.
- 4.11.8** The Finance Department shall maintain internal procedures governing the receipt, processing, and receipting of all Donations and Sponsorship payments consistent with this Policy.



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5. Recognition of Sponsorships and Donations

5.1 Principles

5.1.1 Recognition shall be meaningful, appropriate to the nature and context of the contribution, and determined at the discretion of the Authorizing Authority.

Recognition need not be proportional to monetary value; all Donations and Sponsorships shall be acknowledged with genuine appreciation regardless of amount.

5.1.2 The City is under no obligation to accept any Sponsorship or Donation offered.

5.2 Forms of Recognition

5.2.1 Recognition may include, but is not limited to:

5.2.1.1 plaques, signage, or naming rights (where applicable and approved);

5.2.1.2 acknowledgment in City publications, websites, or social media; and

5.2.1.3 invitations to official City events, proceedings, or ceremonies.

5.2.1 All recognition plans shall be reviewed by Administration for compliance with this Policy; and

5.2.2 A summary of all active Donations, Naming Rights, and Sponsorships shall be published annually to promote transparency and public trust.

5.3 Minimum Contribution Requirements

5.3.1 Minimum financial contribution amounts for Naming Rights and Sponsorship shall not be fixed in this Policy. Contribution values for each Asset shall be assessed based on fair market value at the time of the arrangement, having regard to the nature, visibility, term, and community profile of the Asset.



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5.3.2 Contribution minimums and current market valuation guidance for available Assets are established through the valuation process described in Section IV and communicated to prospective sponsors and donors by the Relationship Manager upon inquiry. Market valuations are not fixed in the Asset Schedule as values will vary by term, exclusivity, and market conditions.

5.3.3 For Tier 1 Assets, an independent third-party market valuation shall be conducted prior to entering negotiations to confirm the City is receiving fair market value.

5.3.4 Requests for recognition of physical amenities such as benches and plaques are not Sponsorship and Naming Rights arrangements under this Policy and shall be referred to the City's Commemorative Recognition Policy.

5.4 Donor and Sponsor Rights

5.4.1 The City is committed to treating all donors and sponsors with integrity, transparency, and respect. In accordance with best practices in philanthropic fundraising, including the principles of the AFP Donor Bill of Rights, donors and sponsors engaging with the City may expect:

5.4.1.1 Privacy: Personal information collected in connection with a Donation or Sponsorship will be used only for purposes related to the administration of the arrangement and applicable recognition, in accordance with the Protection of Privacy Act (POPA). Donors and sponsors may request that their personal information not be used for purposes beyond the direct administration of their gift and may request to remain anonymous. The City will not sell, trade, or share donor or sponsor information with third parties without consent, except as required by law.



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- 5.4.1.2 Transparency:** Donors and sponsors will be provided with accurate information about the City's intended use of their contribution, including any restrictions or conditions applied. Upon request, the City will provide reasonable confirmation that a contribution has been received, processed, and applied in accordance with the terms of the agreement.
- 5.4.1.3 Receipting and Acknowledgment:** Donations eligible for tax receipting under the Income Tax Act will be receipted in a timely manner. All donors and sponsors will receive written acknowledgment of their contribution within a reasonable timeframe following receipt.
- 5.4.1.4 Reporting and Verification:** Where a Donation or Sponsorship agreement specifies how funds or resources will be used, the City will provide reasonable reporting to the donor or sponsor confirming that the agreement terms have been honoured, at intervals specified in the agreement.
- 5.4.1.5 Professionalism:** All City staff and representatives involved in Sponsorship, Donation, or Naming Rights activity shall engage with donors and sponsors professionally, courteously, and in a manner consistent with the City's values and this Policy.
- 5.4.1.6 Right to Decline Solicitation:** Any donor or sponsor may, at any time, request to be removed from City solicitation communications, and the City will honour that request promptly.



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5.4.1.7 Right to Ask Questions: Prospective donors and sponsors are entitled to ask questions about this Policy, the intended use of their contribution, the identity and role of City staff managing their file, and the terms of any proposed agreement, before making a commitment. The Relationship Manager shall respond to such inquiries in a timely and complete manner.

6. Restrictions on Sponsorships and Donations

6.1 Prohibited Content and Industries

6.1.1 The City will not accept Donations and Sponsorships that:

- 6.1.1.1** promote alcohol, tobacco, cannabis, or other addictive substances, including those regulated under the *Gaming, Liquor, and Cannabis Act* (Alberta);
- 6.1.1.2** promote pornography, adult entertainment, or sexual services;
- 6.1.1.3** promote weapons, violence, or life-threatening products;
- 6.1.1.4** contain discriminatory, offensive, or derogatory content;
- 6.1.1.5** promote political or religious messages;
- 6.1.1.6** conflict with the City's values, Bylaws, Policies, Council's Strategic Plan, or public image;
- 6.1.1.7** directly compete with City-operated programs, services, or facilities in a manner that could create a conflict of interest or compromise the City's service delivery; and
- 6.1.1.8** involve any other content, activity, or association deemed inappropriate at the discretion of the Authorizing Authority.



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6.2 Ethical Business Practices

6.2.1 Donors and Sponsors must not be engaged in practices that violate human rights, including but not limited to discrimination based on race, gender, sexual orientation, religion, culture, or national origin, or operate in jurisdictions with known human rights violations.

6.2.2 Donors and Sponsors must not be involved in illegal activities or have outstanding criminal charges or convictions that could negatively impact the City's reputation, integrity, or public trust.

6.2.3 In any public competitive process conducted under this Policy, the City shall not discriminate against or provide preference to any Sponsor or Donor based on geographic location, in accordance with the principles of the Canadian Free Trade Agreement and the New West Partnership Trade Agreement."

6.3 Municipal Standing

6.3.1 The City will not accept Donations and Sponsorships from individuals or organizations that are:

6.3.1.1 in violation of City Bylaws or Policies; and

6.3.1.2 in litigation with the City.

6.4 Equity and Inclusion

6.4.1 The City reserves the right to reject Donations and Sponsorships that perpetuate stereotypes or fail to reflect the City's commitment to fairness, diversity, or belonging.



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7. Roles and Delegation of Authorizing Authority

7.1 City Council

- 7.1.1** approves all Sponsorship, Donation, and Naming Rights arrangements involving Tier 1 Assets as listed in Schedule A;
- 7.1.2** approves any arrangement that involves a Title Sponsorship of a City facility regardless of tier;
- 7.1.3** approves any arrangement with a term exceeding ten years regardless of asset tier; and
- 7.1.4** receives an annual summary report from the CAO on all Sponsorship and Naming Rights activity under this Policy.

7.2 Chief Administrative Officer (CAO):

- 7.2.1** oversees the implementation of this Policy;
- 7.2.2** approves all Sponsorship, Donation, and Naming Rights arrangements involving Tier 2 Assets as listed in Schedule A;
- 7.2.3** designates a Relationship Manager who shall serve as the primary point of contact for all Sponsorship, Donation, and Naming Rights inquiries and negotiations;
- 7.2.4** ensures a market valuation is conducted by an independent third party prior to entering negotiations on any Tier 1 Asset arrangement; and
- 7.2.5** prepares and presents an annual report to Council summarizing all active and completed Sponsorship, Donation, and Naming Rights arrangements entered into or terminated during the reporting period, revenues received, and the current status of the Asset Schedule.



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7.3 Finance Department

- 7.3.1** ensures financial compliance and proper allocation of funds;
- 7.3.2** verifies valuation of In-Kind Contributions;
- 7.3.3** supports transparency and reporting of Donation and Sponsorship revenues;
and
- 7.3.4** establishes and maintains internal procedures for the receipt, processing, conversion, and receipting of all Donation and Sponsorship payments, in accordance with Section 4.11 of this Policy.

7.4 Relationship Manager

- 7.4.1** serves as the primary point of contact and dedicated concierge for all incoming Sponsorship, Donation, and Naming Rights inquiries, ensuring prospective and existing donors and sponsors receive a professional, timely, and respectful experience;
- 7.4.2** identifies and pursues Sponsorship and Naming Rights opportunities in accordance with the Asset Schedule;
- 7.4.3** manages existing Sponsor and Donor relationships and renewals;
- 7.4.4** ensures donors and sponsors receive timely acknowledgement, professional communication, and appropriate stewardship in accordance with Section 5.4 of this Policy;
- 7.4.5** coordinates market valuation of Tier 1 Assets in advance of negotiations;
- 7.4.6** maintains the Asset Schedule and recommends updates to the CAO and Council as appropriate;
- 7.4.7** ensures all agreements comply with this Policy prior to execution;



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7.4.8 conducts an annual relationship review for all active agreements, confirming organizational standing, verifying that no material changes have occurred, and documenting the outcome; and

7.4.9 contributes to the annual report to Council on Sponsorship activity.

8. Signage Requirements

8.1 Any signage resulting from an approved Naming Rights, Sponsorship, or Donation recognition shall comply with all applicable Bylaws, Policies, standards, and approval processes, including but not limited to:

- 8.1.1** permitting;
- 8.1.2** signage design;
- 8.1.3** placement; and
- 8.1.4** safety requirements.

8.2 All costs associated with the following shall be borne by the Sponsor or Donor, subject to the Delegation of Authority outlined in Section VII of this Policy:

- 8.2.1** design;
- 8.2.2** fabrication;
- 8.2.3** installation;
- 8.2.4** maintenance; and
- 8.2.5** any other costs deemed appropriate by the Authorizing Authority.

8.3 All signage must comply with the restrictions, requirements, and approval processes outlined in this Policy, including adherence to applicable Bylaws, Policies, and municipal standards.



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8.4 End of Agreement Term:

8.4.1 upon expiry or termination of a Naming Rights or Sponsorship agreement, the sponsor or donor is responsible for the removal of all associated signage at their cost, unless otherwise agreed in writing;

8.4.2 where a sponsor fails to remove signage within thirty (30) days following expiry or termination of the agreement, or such other timeframe as may be specified in writing by the City, the City reserves the right to remove the signage and recover all associated costs from the sponsor; and

8.4.3 the disposition of any donated physical Assets at the end of an agreement term shall be addressed within the original agreement.

8.5 Sponsor Rebranding:

8.5.1 if a sponsor undergoes a corporate rebranding, name change, or merger during the term of an agreement, any proposed changes to signage or naming must receive prior written approval from the Authorizing Authority;

8.5.2 approved changes may require execution of an amended agreement; and

8.5.3 the City is under no obligation to approve signage changes that conflict with this Policy or the City's branding guidelines.

9. Rescindment

9.1 Upon approval of this Policy, Policy #206 Sponsorship, Naming and Donation Acceptance Policy, shall be rescinded in its entirety.



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Adopted by Council: May 26, 2026

Resolution Number: 260526-14

X

Mayor, Shannon Dean

X

Chief Administrative Officer, Kent Edney

Last Review Date: May 2026

Next Review Date: May 2030

Revision History (Completed by Legislative Services):		
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Policy #858 Sponsorship, Naming and Donation Acceptance Policy	May 26, 2026	260526-14
Sponsorship, Naming and Donation Acceptance Policy	May 15, 2017	182-17



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SCHEDULE A – ASSET SCHEDULE

The following Assets are available for Sponsorship and Naming Rights consideration under this Policy. Assets are organized by approval tier.

This Schedule may be amended by resolution of Council.

Tier 1 Assets - Council Approval Required:

Asset	Available for Sponsorship	Notes
New Recreation Centre	Yes	Title Sponsorship available
Chestermere Regional Recreation Centre (CRCA)	Partial	Component sponsorship available. Overall facility name not available at this time
Golf Course	Partial	Events, restaurant, specific features available. Overall name not available at this time
Anniversary Park	Partial	"Sponsored by" or "Maintained by" language only. Established name not available for commercial naming
Founders Park	Partial	"Sponsored by" or "Maintained by" language only. Established name not available for commercial naming
John Peake Park	Yes	"Sponsored by" or "Maintained by" language only. Established name not available for commercial naming
Sunset Park	Yes	Available subject to Council approval
Other City parks not individually listed	Yes	Available subject to Council approval



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Tier 2 Assets - CAO Approval:

Asset	Available for Sponsorship	Notes
City-run events (Golf Tournament, Canada Day, etc.)	Yes	CAO approval
Lobbies, meeting rooms, and other internal spaces	Yes	CAO approval
City programs and services	Yes	CAO approval
Park structures (i.e.: gazebos, artwork, pathways, bridges, etc.)	Yes	CAO approval

Notes:

- 3.1** The Relationship Manager is responsible for maintaining this schedule and recommending updates.
- 3.2** Assets not listed may be considered on a case-by-case basis at the discretion of the Authorizing Authority.
- 3.3** Listing an asset in this schedule does not obligate the City to enter any Sponsorship or Naming Rights arrangement.
- 3.4** Market valuations for Tier 1 Assets shall be conducted prior to negotiation and are not listed in this schedule as values will vary by term, exclusivity, and market conditions.
- 3.5** All Tier 1 Naming Rights agreements must be publicly advertised for a minimum of 30 days prior to selection to ensure transparency and fair market competition.
- 3.6** The Relationship Manager shall review and recommend updates to this schedule to the CAO annually, and to Council as required.