

To: Corporate and Finance Services Committee

From: Tracy Adams, Chief Administrative Officer,
Office of the C.A.O.

Report Number: CF-26-01

Date of Report: January 7, 2026

Date of Meeting: January 12, 2026

Subject: Updated Corporate Sponsorship, Advertising and Naming
Rights Policy

Ward: All Wards

File: 03-05

1.0 Purpose

The purpose of this Report is to present an updated Corporate Sponsorship, Advertising and Naming Rights Policy (GOV-15-01) for Council's consideration and approval and to request an amendment to the City's Delegation of Authority By-law 29-2009, as amended, to enable timely execution of low-risk and low-value sponsorship and advertising agreements to streamline the process and reduce potential for missed revenue opportunities.

Attachment 1 is the proposed updated Corporate Sponsorship, Advertising and Naming Rights Policy (GOV-15-01).

Attachment 2 is the proposed amending by-law to the Delegation of Authority By-law 29-2009 by-law.

2.0 Recommendation

That the Corporate and Finance Services Committee recommend to City Council:

1. That based on Report CF-26-01 dated January 7, 2026, the updated Corporate Sponsorship, Advertising and Naming Rights Policy (GOV-15-01) as attached to said report be approved; and,
2. That the City's Delegation of Authority By-law 29-2009, as amended, be further amended to delegate authority to the Corporate Partnerships Manager, or their designates (Director, Corporate Performance and Strategic Initiatives or Manager, Corporate Policy and Partnerships), to execute sponsorship and advertising agreements where the total value of the sponsorship or advertising revenue

associated with the agreement does not exceed \$5,000 and in a form and content acceptable to the City Solicitor and the Director, Legislative Services/City Clerk.

3.0 Input From Other Sources

The following have been consulted in preparation of this Report:

- Diversity, Equity & Reconciliation
- Economic Development Services
- Facilities Management Services
- Finance Services
- Legal Services
- Legislative Services
- Planning Services
- Recreation Services

4.0 Analysis

As municipalities face increasing fiscal pressures and growing demands for services, corporate sponsorship and advertising provide an innovative approach to funding. By aligning with reputable brands and organizations, the City can secure financial and in-kind contributions that support key priorities such as infrastructure, recreation, cultural programming, and environmental sustainability.

4.1 Background

The Corporate Sponsorship, Advertising and Naming Rights Program (“Program”) is a strategic initiative designed to generate revenue by leveraging the City’s assets, programs, and services to attract private sector investment. Through mutually beneficial partnerships, the Program aims to enhance public services, support community initiatives, and reduce the financial burden on taxpayers.

The Program is guided by a clear policy framework that ensures transparency, accountability, and alignment with the City’s Strategic Plan. It distinguishes between sponsorships, which involve a negotiated exchange of value and recognition, and advertising, which is typically transactional and governed by standard rates and placement guidelines.

The Program is administered to ensure consistency, coordination, and compliance with corporate policies. It also includes mechanisms for evaluating opportunities, managing risks, and measuring outcomes to ensure that partnerships deliver meaningful benefits to the community.

4.2 2025 Sponsorship, Advertising and Naming Rights

In 2025, the Corporate Sponsorship, Advertising and Naming Rights Program generated approximately \$737,460 in revenue through a combination of cash and in-kind contributions, as noted in **Table 1** below.

Table 1: Sponsorship, Advertising and Naming Rights Summary

	Summary
Advertising	\$132,260
Facility Sponsorship	\$465,050
Event Sponsorship – Cash	\$69,525
Event Sponsorship – In Kind	\$70,625
Total	\$737,460

These funds are secured via Sponsorships, Advertising and Naming Rights agreements. This revenue stream plays a vital role in offsetting operational expenses, enhancing municipal facilities, and supporting a wide range of community programs.

Key highlights from 2025 include an 18% year-over-year increase in event sponsorships and the introduction of new sponsorship categories, such as urban tree planting initiatives.

4.3 Policy Review and Administrative Updates

The existing [Corporate Sponsorship and Advertising and Naming Rights Policy](#) has been in effect since 2015.

Staff have undertaken a comprehensive review of the Sponsorship, Advertising and Naming Rights Policy (“the Policy”) to ensure consistency with current corporate practices and strategic direction. While no substantive amendments were deemed necessary, the Policy has been reformatted to align with the standardized Corporate Policy template. Enhancements include refined language to improve clarity including roles and responsibilities, the addition of relevant definitions, and administrative updates such as revised departmental references to reflect organizational restructuring.

In conjunction with this review, staff also examined related policies and removed references to donations, which are now administered separately through Finance Services in accordance with Report FIN-19-98 dated November 20, 2019 concerning the City’s policy on Donations and Official Donation Receipt (FIN-19-03). The updated Corporate Sponsorship, Advertising and Naming Rights Policy is appended as Attachment 1.

4.4 Streamlining Agreement Execution

In alignment with the City’s Strategic Plan, staff reviewed the existing process and signing authority to identify opportunities to streamline operations, improve responsiveness, and strengthen community and corporate partnerships.

Under the current process, all sponsorship and advertising agreements, regardless of value, must be executed by either the Chief Administrative Officer (“C.A.O.”) or the Commissioner, Community and Operations Services Department. This includes minor, low-risk agreements valued as little as \$300, which can create administrative delays and limits staff responsiveness to routine partnership opportunities. These agreements account for approximately 95% of annual advertising and sponsorship contracts and are considered low-risk due to the inclusion of comprehensive contractual safeguards. These safeguards encompass legal and regulatory compliance, transparent pricing structures, clearly defined payment terms, and requisite insurance coverage.

In response to feedback from prospective advertisers, staff reviewed the current agreement process and identified opportunities to simplify and streamline it. Many advertisers expressed that the formal agreement requirements, specifically for corporate advertising, were too complex and time-consuming, creating barriers to participation. To address this, staff have transitioned from formal agreements to a standardized advertising form, reducing administrative burden and accelerating turnaround times. This approach maintains legal and financial oversight while reducing administrative burden, making it easier for businesses and organizations to engage with the City and support community initiatives.

Staff recommend that Council approve the implementation of a signing authority threshold of \$5,000 for sponsorship, advertising, and naming rights agreements. This threshold applies exclusively to low-risk revenue generating agreements and does not authorize any expenditures of City funds. It is intended to enable timely execution of opportunities that generate revenue for the City. This change shifts signing authority for routine low-risk agreements from the CAO and Commissioner level to the staff responsible for day-to-day partnership activities, ensuring faster execution while maintaining strong contractual safeguards. By streamlining approvals for these agreements, the City can respond quickly to opportunities, reduce administrative delays, and maximize revenue potential.

These agreements represent a source of revenue for the organization, supporting key programs and initiatives. Under this threshold, the Corporate Partnerships Manager, or their designate (the Director, Corporate Performance and Initiatives or the Manager, Corporate Policy and Partnerships), would be authorized to execute agreements that meet the following criteria:

- The total revenue value of the agreement does not exceed \$5,000;
- The agreement is low-risk and the delegation to staff is of a minor nature as supported by Section 23.2(4), Municipal Act, 2001;
- The agreement complies with the Corporate Sponsorship, Advertising and Naming Rights Policy (GOV-15-01);
- The value of what the City provides does not exceed the value received to remain compliant with the bonusing prohibitions contained in the Municipal Act, 2001;
- Any City contributions requiring funding are included in the annual Branch budget;

- The agreement term does not exceed five (5) years;
- The agreement is in a final form and content approved by the City Solicitor and Director, Legislative Services/ City Clerk.

This delegation will not affect agreements requiring Council approval under the Delegation of Authority By-law 29-2009, as amended or those exceeding the defined thresholds. Attachment 2 contains the proposed amending by-law, which details the suggested changes to Delegation of Authority By-law 29-2009. The proposed change supports Oshawa's Strategic Plan's goals of Accountable Leadership and Economic Prosperity and Financial Stewardship by enabling more efficient service delivery and enhancing revenue-generating opportunities.

5.0 Financial Implications

There are no financial implications directly associated with the recommendations of this Report. All agreements executed under this authority are subject to existing budget approvals and financial review.

6.0 Relationship to the Oshawa Strategic Plan

This report responds to the Oshawa Strategic Plan Priority Area "Lead: Governance and Service Excellence" with the goal to expand, embed, and modernize customer-centric service delivery.



Enez Perkins, Director,
Corporate Performance and Strategic Initiatives



Tracy Adams, Chief Administrative Officer,
Office of the C.A.O.

Corporate Policy

Title:	Corporate Sponsorship, Advertising and Naming Rights Policy
Number:	GOV-15-01
Approved By:	City Council
Administered By:	Corporate Performance and Strategic Initiatives
Effective Date:	March 26, 2015
Revision Date(s):	January 2026

1.0 Purpose/Background

The Corporate Sponsorship, Advertising and Naming Rights Policy (“Policy”) provides a framework for the Corporation of the City of Oshawa (the “City”) to administer and manage opportunities related to Sponsorship, Advertising and Naming Rights.

This Policy, collectively with other related procedures, provides a clearly defined framework for Sponsorship, Advertising and Naming Rights development that:

- Establishes a process to evaluate and to accept or decline Sponsorship, Advertising, and Naming Rights opportunities.
- Provides corporate procedures to ensure Sponsorship, Advertising, and Naming Rights revenue adheres to the City’s legal and financial requirements.
- Ensures openness, accountability and transparency while protecting the best interests of the City.
- Establishes clear roles, responsibilities and requirements for the City and its Corporate Partners to follow while entering into agreements.
- Establishes clear roles, responsibilities and expectations within the City for identifying, soliciting, developing, managing and approving Sponsorships, Advertising, and Naming Rights.

2.0 Policy Statement

The City welcomes corporate partnerships as a mechanism to:

- Generate new revenue streams to assist in funding municipal priorities and offset municipal costs by leveraging City investments in community programs and facilities.
- Support Corporate Partners in achieving their objectives, increasing their visibility in the community, and reaching customers in unique environments.

Effective: March 26, 2015	Revised: [Month Day, Year]	Page 2 of 6	Number: GOV-15-01
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3.0 Scope/Application

This Policy shall apply to all relationships between the City and businesses, organizations and individuals that contribute financially or in-kind to City events, programs, services, or facilities in return for recognition, public acknowledgement, or other promotional considerations. This Policy shall apply to all City staff responsible for generating, managing and/or approving Sponsorships, Advertising, and Naming Rights.

This Policy does not replace, supersede or alter the City Facilities Naming/Renaming Policy (GOV-09-01), the Corporate Advertising Policy (GOV-07-01) or the Donations & Official Donation Receipt Policy (FIN-19-03). Memorial and commemorative requests through programs such as Street Naming, or Commemorative Trees and Benches are also excluded from this Policy. Additionally, this Policy does not apply to donations of land, which is governed by the Real Estate Acquisition and Disposition By-law 178-2022.

4.0 Definitions

Advertising means the selling or leasing of advertising space on the City's properties and assets whereby the advertiser is not entitled to any additional benefits beyond access to the space purchased. Advertising is a straightforward purchase of space for a specified period of time.

City means the Corporation of the City of Oshawa.

Corporate Partner refers to the sponsor, advertiser and/or third party(-ies) to a Sponsorship or Advertising Agreement.

Corporate Partnership Program encompasses all relationships between the City and businesses, and organizations who provide financial and/or in-kind contributions to City events, programs, services or facilities. In return, these Corporate Partners receive recognition, public acknowledgement, or other promotional benefits.

Naming Rights is a Sponsorship for the exclusive right to name a City facility, part of a facility (including but not limited to arenas, pools, gyms, sports fields and dog parks), a service, program or event, for a specific period of time.

Sponsorship means a mutually beneficial business arrangement or partnership between the City of Oshawa and an external party (company, or organization) wherein the external party contributes funds, goods, or services to a municipal project, initiative or service in return for recognition, acknowledgement or other promotional consideration for a specified period of time.

Forms of Sponsorship:

Cash: a sponsorship received in the form of money.

In-kind: a sponsorship received in the form of goods or services of value to the City.

Third Party Advertising, Sponsorship, and Naming Rights Agreements

(“Agreement”) means an agreement pursuant to which a third party uses City property or services in consideration of the third party’s payment of money or provision of things of value to the City. This is a binding contract with the City.

5.0 Responsibilities

The Corporate Partnerships Manager is responsible for:

- Delivery of the Corporate Partnership Program which includes:
 - The marketing and attainment of Sponsorship, Advertising and Naming Rights opportunities.
 - Revenue generation for the portfolio of corporate assets, programs and services including but not limited to recreation facilities and programs, special events and festivals, arts and culture initiatives, city vehicles, parks, playgrounds and trails, and other corporate assets and services.
 - Setting and monitoring pricing levels, offered benefits, managing and serving Corporate Partners, and developing business cases for new agreements opportunities.
 - Negotiation, preparation and execution of Agreements in accordance with the City’s Delegation of Authority By-law 29-2009, as amended, or as directed.

Finance Services is responsible for:

- Verifying the Corporate Partnership Program revenues, other expenses, any in-kind services provided by the Corporate Partner and any foregone revenues associated with any Agreement.
- Working in cooperation with the Corporate Partnerships Manager to continually review and modify business processes to ensure that they are efficient and effective in tracking the revenue and expenses associated with each Agreement.
- Validating documentation supplied by the Corporate Partner, in partnership with the Corporate Partnerships Manager, to ensure the value of the in-kind services provided by the City including foregone revenue for the purposes of calculating commissions (if required) and issuing tax receipts (where applicable).

Legal Services is responsible for:

- Reviewing and approving Third Party Sponsorship, Advertising, and Naming Rights Agreements.

- Conducting due diligence to ensure that the Corporate Partner is an incorporated entity under the Province of Ontario.
- Conducting a comprehensive review of City records and legal databases to confirm the absence of any current or historical litigation involving the Corporate Partner.

Legislative Services is responsible for:

- Reviewing and approving Third Party Sponsorship, Advertising, and Naming Rights Agreements to ensure compliance with the City's Records Retention By-law 32-2021 and the Municipal Freedom of Information Protection of Privacy Act, R.S.O. 1990, c. M.56.

Departments and Branches:

- All departments and branches play a critical role in the successful implementation of Sponsorship, Advertising and Naming Rights initiatives. In partnership with the Corporate Partnerships Manager, these teams are expected to:
 - Identify appropriate Sponsorship, Advertising and Naming Rights opportunities that align with corporate objectives and community values in a timely manner.
 - Ensure cross-functional coordination to support seamless execution, including timely communication, logistical support, and integration of relevant services or programs.
 - Provide subject matter expertise and operational insight to enhance the value and impact of the initiative.

6.0 Practice/Procedures

Corporate Partners may partner with the City in providing programs, events, facilities or activities where such a partnership:

- Is mutually beneficial to both parties.
- Is consistent with the vision, policies and goals of the City.
- Optimizes non-tax revenue opportunities and ensures that it provides a net financial benefit to the City.
- Complies with all federal and provincial statutes, municipal by-laws, corporate policies, procedures and standards.
- Does not imply endorsement of the Corporate Partner or its products and services and should prohibit partners from making statements which suggests that the Corporate Partner's products and services are endorsed by the City.

Effective: March 26, 2015	Revised: [Month Day, Year]	Page 5 of 6	Number: GOV-15-01
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- Does not result in or is perceived as giving or receiving any preferential treatment outside of the Agreement and are not in contravention of the anti-bonus provisions of the Municipal Act, 2001.
- Does not cause a City employee to receive any product, service or asset for personal use or gain.
- Optimize revenue growth through innovative and responsive approaches.

Sponsorship, Advertising, and Naming Rights Agreements will not be accepted from individuals, organizations or corporations not in good standing with the City (i.e. currently in breach of federal and/or provincial legislation or a City by-law, subject to an ongoing enforcement matter or litigation (current and/or prior) against the City or are indebted to the City).

External requests of interest for Sponsorship, Advertising and Naming Rights shall be forwarded to the Corporate Partnerships Manager.

Recognition of a Corporate Partner will be designed so that it will not detract from the physical attributes of a location, event, facility or service delivery.

Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the City.

The City will not solicit, or accept, Sponsorship, Advertising, or Naming Rights from tobacco companies or other companies whose reputation could prove detrimental to the City's image (subject to the City's sole and absolute discretion). For example, organizations whose products or public image may be deemed to be "sensitive" (i.e. liquor). The City must evaluate all such proposals on an individual basis based on the content of the proposal and the target audience.

The City will not solicit, or accept, Sponsorship, Advertising, or Naming Rights from any organizations that does not adhere to the City's commitment to ensuring a safe, respectful, and welcoming environment by prohibiting aggressive behavior, harassment, discrimination, illegal substance use, and non-compliance with all federal and provincial statutes, municipal by-laws, corporate policies, procedures and standards.

The City will, at its sole and absolute discretion, not accept a proposal from any corporation who, in any manner portrays, promotes or condones any form of discrimination as prohibited by the Ontario Human Rights Code.

The City reserves the right to reject any or all unsolicited Sponsorships, Advertising, and Naming Rights proposals offered to the City.

Acceptance of Sponsorships, Advertising and Naming Rights opportunities will be based on, but not limited to, the following criteria:

Effective: March 26, 2015	Revised: [Month Day, Year]	Page 6 of 6	Number: GOV-15-01
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- The value of the product, service and cash provided to the City.
- The relationship must be beneficial for both parties.
- Must enhance the development, delivery, awareness or continuance of one or more City programs, services or facilities.
- The value of the agreement must be consistent with the level of recognition or acknowledgement of the Corporate Partner.
- Must not create ongoing financial obligations for the City and must not result in any added costs or expenditures for the City outside the terms of the Agreement.

New agreement opportunities will be supported by a business case, which will identify the need and benefits to the City and potential Corporate Partners.

Revenues and in-kind services generated through the Corporate Partnership Program shall be used to reduce the overall operating expenses for an event, program, or facility.

All Third Party Advertising, Sponsorship, and Naming Rights Agreements require Council approval, except where authorized via the Delegation of Authority By-law, 29-2009, as amended.

7.0 Monitoring/Review

The Corporate Partnerships Manager monitors compliance and awareness of this Policy. This Policy is reviewed by the Corporate Partnerships Manager every three years to ensure effectiveness and compliance with legislation and current business practices. For further information regarding this Policy, please contact the Corporate Partnerships Manager at sponsorship@oshawa.ca.

8.0 References

City Facilities Naming/Renaming Policy (GOV-09-01)

Delegation of Authority By-law 29-2009, as amended

Corporate Advertising Policy (GOV-07-01)

Donations and Official Donation Receipt Policy (FIN-19-03)

9.0 Approval

Authority	Date	Signature
Council	[Month Day, Year]	



Draft By-law -2026 of The Corporation of the City of Oshawa

Being a by-law to further amend the City's Delegation By-law 29-2009, as amended.

Whereas at its meeting of January 12, 2026, through Report CF-26-01, City Council approved amendments to Delegation By-law 29-2009, as amended, to delegate authority to the Corporate Partnerships Manager, or their designates (the Director, Corporate Performance and Initiatives or the Manager, Corporate Policy and Partnerships), to execute sponsorship and advertising agreements where the total value of the agreement does not exceed \$5,000; and,

Whereas administrative changes are required to address changes in the organization's reporting structure;

Therefore it is enacted as a by-law of The Corporation of the City of Oshawa as follows:

1. That Item 2.1 in Schedule "A" to the Delegation By-law 29-2009, as amended, be deleted and replaced with the following:

	Delegated Authority	Delegate	Source of Power or Duty	Delegation Restrictions	Communication
2.1	Negotiation and execution of Third-Party Advertising/ Sponsorship Agreements	<p>Negotiation: Corporate Partnerships Manager or Director, Corporate Performance and Initiatives or Manager, Corporate Policy and Partnerships</p> <p>Execution: Corporate Partnerships Manager, or their designates (Director, Corporate Performance and Strategic Initiatives or Manager, Corporate Policy</p>	Municipal Act, 2001	<p>Finance Services confirms that the value of everything to be provided by the City does not exceed the lesser of \$175,000 and the value of everything received by the City.</p> <p>Finance Services confirms that anything to be provided by the City that requires budget approval is in a budget approved by Council.</p> <p>Term of agreement must not exceed five (5) years.</p> <p>Agreement to be signed by C.A.O. or</p>	

	Delegated Authority	Delegate	Source of Power or Duty	Delegation Restrictions	Communication
		<p>and Partnerships), to execute sponsorship and advertising agreements where the total value of the agreement does not exceed \$5,000.</p> <p>C.A.O. or Commissioner, Corporate and Finance Services or Director, Corporate Performance and Strategic Initiatives</p>		<p>Commissioner, Corporate and Finance Services or where the value of the agreement is \$5,000 or less by the Corporate Partnerships Manager, or their designates (Director, Corporate Performance and Strategic Initiatives or Manager, Corporate Policy and Partnerships)</p> <p>Nothing may be provided by the City except as expressed in the agreement.</p> <p>Agreement in a final form approved by the City Solicitor</p>	

By-law passed this day of , 2026.

Mayor

City Clerk