

### Sponsorship Naming Rights

**Please provide information on any existing processes or policies related to sponsorship naming rights.**

Strathcona County does not have a stand-alone process or policy related to sponsorship naming rights of a facility, but there are auxiliary policies and processes which can be referenced.

1. [Public Sponsorship Policy](#)
  - This is a public relations policy geared towards “public” sponsorship, which is specific to how the County can sponsor outwards versus receive sponsorship.
  - Many of the guidelines within this policy would be transferable with any potential facility naming rights sponsorship, such as consideration of reputation and caution of endorsement.
2. [Naming of Development Areas, Roads, Parks and Public Facilities](#)
  - This is a PDS service policy which details the County’s process for naming of development areas, roads, parks and public facilities, and how the commemorative naming registry works.
  - There currently is no component of sponsorship naming rights in this policy, and any potential shift towards creating a sponsored naming rights of a facility policy or procedures may result in a reference needing to be added in this policy.
3. [RPC’s interior facility naming rights sponsorship processes](#)
  - At this time, RPC does not enter into sponsorship agreements where a prospective organization can sponsor a facility or park as a whole for naming rights. It does however permit naming rights of assets and spaces *within* a facility or park.
  - Examples include:
    - Parks: RE/MAX Spray Park and Playground (within Broadmoor Lake Park); ArrKann Spray Park and Playground (within Ardrossan Regional Park).
    - Facilities: Mattamy Homes Wellness Centre (within Millennium Place); Sherwood Park Chevrolet Arena (within Millennium Place); *MaxWell* Realty Field (within Millennium Place). MacMillan Team Arena (Ardrossan Recreation Complex)
  - Most agreements are on a five year term pending the asset/space, but can range from three to seven years. First right of refusal on a new agreement occurs if the original agreement terms continue to be mutually accepted by both parties, or are re-negotiated under new terms accepted by both parties. Payments are typically structured throughout the duration of the agreement versus in one initial lump-sum payment.
  - Components of the public sponsorship policy guidelines are considered when entering into any asset/space naming rights agreement, as well as more detailed Recreation, Parks and Culture considerations such as:
    - Diluting facilities and spaces with too much sponsorship/corporate branding.
    - Sponsoring organization alignment with the County’s corporate values, morals, and ethics.
    - What is an appropriate fit for the asset/space being sponsored (e.g. no tobacco sponsorships).
  - Promotion, education and outreach is done on an annual basis to keep the business community informed on available opportunities.

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