
SPONSORSHIP

Effective Date: July 3, 2015 (revised May 12, 2022)

Approved By: MVRD Board

Policy No. FN-008

PURPOSE

This Policy provides specific criteria for determining the circumstances under which Metro Vancouver Sponsorship support, either direct or in-kind, is appropriate for events and programs being hosted by external organizations or by Metro Vancouver's members.

DEFINITIONS

"Metro Vancouver" refers to any of the four legal entities that comprise the organization: the MVRD, GVS&DD, GVWD, and MVHC;

"Sponsorship" refers to the provision of cash or in-kind contributions by Metro Vancouver in exchange for a defined set of benefits, such as logo placement, speaking opportunities by Metro Vancouver directors or senior staff, advertising in event publications or on event websites, etc., for any local, regional, national or international events or programs;

"in-kind contributions" are specific contributions that Metro Vancouver may provide in lieu of a cash contribution to an event or program, including:

- a) Goods, such as: supplies (printed promotional materials); use of Metro Vancouver facilities (waived fees for hosting events at Metro Vancouver venues/facilities); use of Metro Vancouver proprietary supplies or materials (e.g., water for event participants supplied via the Metro Vancouver water wagon) and food/catering; and
- b) Services, such as: staff support (assignment of Metro Vancouver staff to provide expert advice or professional services in support of the sponsored event or program, e.g., event web casting/live streaming, etc.); and

"Invest Vancouver" refers to Metro Vancouver's economic development leadership service, formerly called the "Regional Economic Prosperity Service", with the goal of amplifying economic opportunity and prosperity for all the residents of the region.

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Metro Vancouver is periodically presented with opportunities to build awareness of Metro Vancouver and the Metro Vancouver brand *Services and Solutions for a Livable Region* and to showcase specific Metro Vancouver projects, programs and initiatives and those of its members through Sponsorship of local, regional, national or international events or programs. This policy is intended to provide clear

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guidelines as to what sort of Sponsorship opportunities will be considered and how they will be given consideration.

Overall, Metro Vancouver seeks to support events and programs that achieve all of the following broad objectives:

1. Clearly advance Metro Vancouver's corporate goals and objectives;
2. Relate directly to one or more of Metro Vancouver's statutory functions (Metro Vancouver Regional District (MVRD), Greater Vancouver Sewerage & Drainage District (GVS&DD), Greater Vancouver Water District (GVWD), and Metro Vancouver Housing Corporation (MVHC)); and
3. Provide a clear, positive community benefit to the Metro Vancouver region overall.

This Policy applies to all Sponsorship proposals regardless of their cost or the type of contribution (i.e., cash or any in-kind contributions), although a separate review procedure has been put in place for Sponsorships with a total value of more than \$1,500. Notwithstanding the foregoing, the application and review procedure for Sponsorships with a total value of more than \$1,500 and Sponsorships with a total value of \$1,500 or less do not apply to partnership and collaboration efforts undertaken by Metro Vancouver pursuant to Invest Vancouver, provided that such partnership and collaboration efforts fall within the Invest Vancouver budget.

In addition to the eligibility criteria set out below, Sponsorship opportunities that promote Metro Vancouver's brand, projects, programs and initiatives will be considered as providing higher value to Metro Vancouver, as will Sponsorship opportunities that involve or promote four or more Metro Vancouver members or that have a prominent connection to Metro Vancouver or member facilities.

This Policy does not apply to grants or the provision of other forms of assistance.

Eligibility Criteria

To be considered, a Sponsorship proposal must meet ALL of the following criteria:

1. It must offer specific benefits to Metro Vancouver or its members and must clearly outline the specific roles and responsibilities of each party in a formal agreement.
2. The event or program for which Sponsorship is being sought must:
 - a) Have an overall community objective and purpose that is consistent with Metro Vancouver's vision, mission and roles;
 - b) Have operating guidelines and procedures that are consistent with *Metro Vancouver's Sustainability Framework* and *Board Strategic Plan*; and
 - c) Be organized and/or supported by a registered charitable organization or not-for-profit entity, or a Crown corporation, agency, or other public body or government institution.

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3. Metro Vancouver must receive benefits having a fair value that is consistent with the cost of the Sponsorship to be provided.
4. Metro Vancouver must receive appropriate acknowledgement of its contribution to the event or program being sponsored.

Sponsorship opportunities that involve or promote four or more Metro Vancouver members will be considered as providing higher value to Metro Vancouver.

Metro Vancouver will *not* consider any Sponsorship proposals for events or programs that:

1. Primarily promote a private or commercial interest;
2. Promote or support political or religious organizations;
3. Exclude or marginalize minority community groups;
4. Pose potential environmental hazards; or
5. Involve the taking of unnecessary risks, or that put the general public at risk.

Notwithstanding any of the criteria or procedures outlined in this Policy, Metro Vancouver has no obligation to provide Sponsorship and may, at its sole discretion, decline to sponsor any event or program for any reason, including, without limiting the generality of the foregoing:

1. The stated purpose of the event or program for which Sponsorship is being sought;
2. Metro Vancouver budgetary or financial considerations at the time of the Sponsorship request; and
3. The projected reach of the event or program and its visibility in communities that make up the Metro Vancouver region.

Sponsorship Budgets

The annual budgets for the Metro Vancouver Sponsorship program are included within the individual department budgets and are considered annually by the designated standing committee that has oversight of those budgets. Final approval of Sponsorship program budgets shall be through the applicable Metro Vancouver Board following review by the standing committee with responsibility for the general government budget.

APPLICATION AND REVIEW PROCEDURE

1. Funding Requests Greater than \$1,500

Organizations seeking a Sponsorship with a total value greater than \$1,500 must submit their request to Metro Vancouver in writing at least three months in advance of the event or program for which Sponsorship is being requested, and must provide the following details with respect to the event or program for which Sponsorship is being sought:

- a) The official name of the event or program;
- b) The date(s) and times(s) of the event or program, as applicable;

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- c) A general description of the event or program, including its overall objective(s);
- d) The overall budget for the event or program and the total cash or cash equivalent amount of Sponsorship being sought;
- e) An accounting of how event organizers plan to allocate the cash or in-kind contributions provided by Metro Vancouver should the Sponsorship application be approved;
- f) A listing of other stakeholders that will be approached to provide sponsorships for the event or program;
- g) A listing of the specific benefits that will accrue to Metro Vancouver should it proceed with the Sponsorship being sought;
- h) A detailed description of how and to what degree Metro Vancouver's members will be involved in the event or program; and
- i) A description of the anticipated outcomes of the event or program and how this will be measured and reported.

Notwithstanding the prescribed timeline outlined in the application process above, the applicable Metro Vancouver Board may, at its sole discretion, waive this requirement for Sponsorship opportunities that meet the objectives of this Policy and that meet the Eligibility Criteria described above.

For proposals seeking Sponsorship with a total value greater than \$1,500, Metro Vancouver staff will prepare a Committee report for consideration by the appropriate standing committee (including a recommendation on the proposal), which will assess the proposal based on the criteria included in this Policy. If endorsed by the standing committee, the report and attached Sponsorship proposal will be forwarded to the relevant Metro Vancouver Board for its consideration.

2. Funding Requests For \$1,500 or Less

Organizations seeking a Sponsorship with a total value of \$1,500 or less must submit their request to Metro Vancouver in writing at least two months in advance of the event or program for which Sponsorship is being requested, and must provide the following details with respect to the event or program for which Sponsorship is being sought:

- a) The official name of the event or program;
- b) The date(s) and times(s) of the event or program, as applicable;
- c) A general description of the event or program, including its overall objective(s);
- d) The overall budget for the event or program and the total cash or cash equivalent amount of Sponsorship being sought; and

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- e) A listing of the specific benefits that will accrue to Metro Vancouver should it proceed with the Sponsorship being sought.

For proposals seeking Sponsorship with a total value of \$1,500 or less, the proposal will initially be assessed by the applicable Metro Vancouver department based on the criteria included in this Policy and will be reviewed by the department General Manager/Senior Director and the CFO/GM of Financial Services in accordance with the approved Sponsorship program budget. The Sponsorship program request may either be approved or denied, or may be referred to the appropriate Metro Vancouver standing committee for further consideration.

3. Multi-Year Funding Requests Over \$500

Organizations seeking Sponsorship with a total value over \$500 for events which occur in consecutive years or for events which occur twice over a three year period will not be considered for funding under the *Sponsorship Policy*. Organizations who are seeking multi-year funding for annual events must submit their requests in writing to the appropriate Metro Vancouver Board for consideration of a multi-year *Contribution Agreement*.

To be considered by the applicable Metro Vancouver Board, multi-year funding requests must include the following information:

- a) Term of funding requested;
- b) Annual funding amount requested;
- c) Organization's funding contribution and/or fundraised by the applicant;
- d) Funding provided by other sources;
- e) Annual budget for the event; and
- f) Description of the event and how it aligns with Metro Vancouver's goals as set out in the Eligibility Criteria.