

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 21, 2024

Item 12, Report No. 5, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 21, 2024.

12. INCOMING SPONSORSHIP AND DONATION POLICY

The Committee of the Whole recommends approval of the recommendations contained in the following report of the City Manager, dated February 13, 2024:

Recommendations

1. THAT Council approve the Policy and Procedural documentation as approved by the Policy Review Committee (Attachments 1 and 2).
2. THAT Council approves the inventory list of events, programs and services for which staff can solicit donations and sponsorships (Attachment 3).
3. THAT Staff are authorized to enter into sponsorship and donation agreements for approved assets per the inventory list with delegated authority to enter agreements as per the Approval, Execution and Termination Authority Table (Attachment 4), in form satisfactory to the City Manager (or designate) and City Solicitor (or designate).

Committee of the Whole (2) Report

DATE: Tuesday, February 13, 2024

WARD(S): ALL

TITLE: INCOMING SPONSORSHIP AND DONATION POLICY

FROM:

Nick Spensieri, City Manager

ACTION: DECISION

Purpose

This report outlines an update to the Corporate Partnership Policy. Staff are seeking approval to modernize the policy as a reframed Incoming Sponsorship and Donation Policy that will allow the City to better facilitate unsolicited financial or in-kind donations to support service delivery.

Report Highlights

- The City has a policy for soliciting financial and in-kind corporate sponsorships and naming rights. However, from time-to-time staff receive unsolicited donation offers.
- This policy update will provide clarity on the method with which City staff can accept both solicited and unsolicited financial and in-kind donations.
- Naming Rights have been removed from this policy and a new policy will be created that addresses Corporate Naming Rights and Commemorative Naming of all City Assets.
- The new policy includes an Approval, Execution and Termination Authority Table to guide staff when soliciting or reviewing unsolicited sponsorship or donation proposals.
- This report includes an Inventory List of city assets available for sponsorships or donations for Council approval.

Recommendations

1. THAT Council approve the Policy and Procedural documentation as approved by the Policy Review Committee (Attachments 1 and 2).
2. THAT Council approves the inventory list of events, programs and services for which staff can solicit donations and sponsorships (Attachment 3).
3. THAT Staff are authorized to enter into sponsorship and donation agreements for approved assets per the inventory list with delegated authority to enter agreements as per the Approval, Execution and Termination Authority Table (Attachment 4), in form satisfactory to the City Manager (or designate) and City Solicitor (or designate).

Background

In January 2017, a new Municipal Partnership Office (MPO) was created, and a Corporate Partnership Policy was approved that began the sponsorship solicitation program.

Before 2017, revenue-generating sponsorships were conducted in Recreation Services under authority from the *Recreation & Culture Partnership Policy* that outlined how companies could partner with the city. The creation of the *Corporate Partnership Policy* provided a framework for staff to solicit Naming Rights, Events and Programming Partnerships, Campaigns, and Advertising.

Sponsorships and donations are a critical source of revenue as municipalities strive to maintain service excellence. Toronto, Brampton, and Mississauga are examples of Greater Toronto Area (GTA) cities that have sponsorship and donation programs and policies.

The City of Toronto's program is the most advanced in the GTA and is managed through the Strategic Partnerships office. They accept sponsorships, donations, and naming rights for facilities.

Brampton's Economic Development and Culture Department, like the City of Vaughan, has enacted a Sponsorship and Naming Rights policy. Their policy reflects Vaughan's 2017 Corporate Partnership Policy as they also accept donations as well as naming rights proposals.

The City of Mississauga has an Advertising and Sponsorship policy. This is paired with a fundraising and monetary donations policy. These programs have been in place since the early 2010s.

The City of Vaughan’s Corporate Partnership Policy (2017) is silent on donations to the City. Staff have managed a series of donations in recent years in accordance with the Income Tax Act. As this increased, it became clear that a policy revision was required to advance future opportunities.

Since 2016, there has been an increase in both financial and in-kind donations to the City. Some examples of both solicited and unsolicited donations in the past few years include, but aren’t limited to the following:

- C. Valley Paving - \$200,000 in-kind; asphalt for a three-kilometer walkway in Ward 2
- Enbridge - \$30,000 in-kind; smoke detector giveaway via VFRS
- Vaughan Animal Services – up to \$20,000 in financial and in-kind donations annually
- RecAssist – up to \$5,000 in financial and in-kind donations annually
- 20-Minute Makeover – over \$2,000 of supplies donated in-kind annually

Since the COVID-19 pandemic, staff experienced an increase in unsolicited donation proposals. This demonstrated the need for an update to the Corporate Partnership Policy to include procedures to assess if and how staff are to accept donations from individuals and/or organizations.

The previous partnership policy did not include donations. As a result of the increase in opportunities to give to the city, it was necessary to update the policy to reflect the current circumstances.

Previous Reports/Authority

[Corporate Partnership Policy, 2017](#)

[Review of Advertising on City Property Policy, 2019](#)

Analysis and Options

The new Sponsorship and Donation Policy provides the process for all staff when accepting monetary or in-kind Sponsorship and Donations for the City of Vaughan.

The purpose of the policy is to welcome and encourage sponsorships and donations from organizations and individuals to assist in the provision of City services and projects in a fair and transparent manner. The policy also safeguards the City’s corporate vision,

image, assets, and interests while securing non-taxation revenue and establishes a consistent city-wide approach for accepting and delivering sponsorship and donations.

This policy applies to all incoming sponsorships and donations between the City of Vaughan and organizations or individuals that contribute either financially or in kind to City programs, services, or facilities and authorizes staff to solicit outside of the *PS-003 Corporate Procurement Policy*.

Sponsorships and Donations for initiatives of all members of Council are governed by the Code of Conduct and the Councillor Member Expense Policy: donations and sponsorships for Councillor initiatives are excluded from the scope of this policy.

Overall, the Mayor and Members of Council are excluded from this policy. For example, initiatives such as the Mayor's Spirit of Generosity Campaign, which allows for applications to be received and funding to be distributed, fall outside of the scope of this policy.

When dealing with sponsorship or donation requests for initiatives such as the Annual Mayor's Gala, Golf Tournament and other Council-led events like movie nights and free skating, the Council Code of Conduct must be followed.

All other incoming sponsorship and/or donation inquiries that come through a member of Council's office shall be forwarded to the appropriate city staff for action under the new procedures as outlined.

The Sponsorship and Donations Policy not only excludes Councillor-led initiatives, but also a series of corporate programs.

This policy does not apply to:

- All Mayor and/or Members of Council initiatives (see Code of Ethical Conduct for Members of Council and the Council Member Expense – 06.C.02 policy).
- Grants obtained from other federal or provincial governments, corporate foundations, trusts, etc. (see Grant Funding – 09.C.01 policy).
- Emergency Donations (see A By-law to appoint members to the City's Emergency Management Program Committee Terms of Reference and amend By-law Number 63-2008 – By-law 030-2019).
- Corporate Naming Rights, and/or Commemorative Naming (see TPF-006 Naming City Parks, Open Spaces, Community Facilities and other Municipal Buildings and Properties Policy).

- Street Naming (see DP-006 Street Naming Policy).
- Any Sponsorship or Donations that pre-date this policy, however, Sponsorship renewals will be subject to this policy.
- Outgoing City Sponsorship support of external projects where the City provides funds to an outside organization.
- Donations of public art or art inventoried in the City's Corporate Art Collection.
- Donations of cultural property including but not limited to Vaughan Archives.
- Campaign contributions as set out in the Municipal Elections Act, 1996.
- Matters related to Planning, Development or Real Estate agreements.

The new policy applies to all City staff when soliciting in-kind or financial sponsorships or donations for city programs, services, or events.

All unsolicited proposals for sponsorships or donations must follow the appropriate procedures as indicated in the Incoming Sponsorship and Donation Procedural document.

The City is permitted to solicit sponsorships and donations for city programs, services and infrastructure that are identified on the **Inventory List (Attachment 3)** as approved by Council.

The City reserves the right to refuse any proposal, including, but not limited to, those submitted by third parties whose activities are perceived to be incompatible with the City's goals, values, or mission. The **Approval, Execution and Termination Authority Table (Attachment 4)** outlines how to accept Sponsorships and Donations from Individuals and Organizations.

In summary, the Policy is divided into the following three categories:

1. Donations from an Individual (either financial or in-kind)

- Solicited Donations – Council-approved program in place including a comprehensive marketing campaign to solicit donations (either financial or in-kind) from individuals, eligible for a tax receipt, no marketing benefits are provided to the donor.
- Unsolicited Donations – Individual provides an unsolicited donation (either financial or in-kind), no set program for soliciting donations, must be vetted, may

be eligible for a tax receipt of total value on or over \$25, no marketing benefits are provided to the donor.

NOTE: Sponsorship from an Individual is not permitted and is considered a donation.

2. Solicited Sponsorships or Donations (either financial or in-kind)

- Solicited Sponsorships – Council approved program, solicitation methods in place to accept financial or in-kind sponsorships and benefit levels developed, fulsome marketing benefits provided to the donor therefore not eligible for a tax receipt.
- Solicited Donations – Council approved program in place that can receive financial or in-kind donations from organizations, a comprehensive marketing campaign to solicit in place, eligible for a tax receipt on or over \$25, no marketing benefits are provided to the donor.

3. Unsolicited Sponsorships or Donations (either financial or in-kind)

- Unsolicited Sponsorship – Unplanned Sponsorship program that doesn't fit within another existing program on the Inventory List, if funding or in-kind product or service is needed it must be approved by SLT and at their discretion perhaps Council given the nature of the sponsorship before marketing benefits are determined and sponsorship deliverables are provided.
- Unsolicited Donations - Unplanned financial or in-kind donations from an organization, that staff has no obligation to accept. If there is a desire to accept the donation and there is a program that exists, the funding can be allocated, eligible for a tax receipt (on or over \$25) and no marketing benefits provided to the donor. If not, staff must refer to the Corporate Procurement Policy for further direction.

Financial Impact

Sponsorships and donations generate revenue for city programs, events, services, and infrastructure that have a positive impact on the City and alleviate some of the property tax burden on residents.

Operational Impact

All staff city-wide must adhere to the new Incoming Sponsorship and Donation Policy and Procedures when acquiring alternative revenue for their programs, events, and services by way of sponsorships and donations.

Broader Regional Impacts/Considerations

The revisions to the pre-existing Corporate Partnership Policy that includes donations puts the municipality at par with its counterparts in the broader region allowing for maximum opportunity for revenue generation.

Conclusion

In summary, the updates to the Corporate Partnership Policy (now named the Incoming Sponsorship and Donation Policy) provide a consistent framework for staff regarding sponsorship and donation solicitation and outlines how to respond to unsolicited proposals related to financial or in-kind partnerships. The City of Vaughan welcomes and encourages sponsorships and donations from organizations and individuals to assist in the provision of City services and the updates to this policy ensure the fair and transparent manner in which to do so.

For more information, please contact: Cristina Prinzo, Program Manager, Municipal Partnerships and Corporate Initiatives Cristina.prinzo@vaughan.ca.

Attachments

1. Incoming Sponsorship and Donation Policy
2. Incoming Sponsorship and Donation Procedures
3. Incoming Sponsorship and Donation Inventory List
4. Approval, Execution and Termination Authority Table

Prepared by

Cristina Prinzo, Program Manager Municipal Partnerships and Corporate Initiatives
Raphael Costa, Director of Economic Development

Approved by



Nick Spensieri, City Manager



CITY OF VAUGHAN

CORPORATE POLICY

POLICY TITLE: INCOMING SPONSORSHIPS & DONATIONS

POLICY NO.: 09.C.02

Section:	Donations & Grants		
Effective Date:	Click or tap to enter a date.	Date of Last Review:	Click or tap to enter a date.
Approval Authority: Council	Policy Owner: City Manager		

POLICY STATEMENT
This Incoming Sponsorship and Donation Policy provides the strategic framework for all staff when acquiring and implementing monetary or in-kind Sponsorships and/or Donations in support of City initiatives.
PURPOSE
To provide a policy that welcomes and encourages Sponsorships and Donations from Organizations or Individuals to assist in the provision of City services and projects fairly and transparently.
To safeguard the City's corporate vision, image, assets, and interests while securing non-taxation revenue.
To establish a consistent city-wide approach for Sponsorship and Donations.
SCOPE
<ol style="list-style-type: none"> 1. These procedures apply to all situations that involve a Sponsorship and/or Donation of either cash or in-kind goods, products, or services being proposed to the City by an outside party, whether solicited or unsolicited. 2. These procedures do not apply to: <ol style="list-style-type: none"> 2.1. All Mayor and/or Members of Council initiatives (see Code of Ethical Conduct for Members of Council and the Council Member Expense – 06.C.02 policy). 2.2. Grants obtained from other federal or provincial governments, corporate foundations, trusts, etc. (see Grant Funding – 09.C.01 policy).

POLICY TITLE: INCOMING SPONSORSHIP AND DONATION

POLICY NO.: 09.C.02

- 2.3. Emergency Donations (see A By-law to appoint members to the City's Emergency Management Program Committee Terms of Reference and amend By-law Number 63-2008 – By-law 030-2019).
- 2.4. Corporate Naming Rights, and/or Commemorative Naming (see TPF-006 Naming City Parks, Open Spaces, Community Facilities and other Municipal Buildings and Properties Policy).
- 2.5. Street Naming (see DP-006 Street Naming Policy).
- 2.6. Any Sponsorship or Donations that pre-date this policy, however, Sponsorship renewals will be subject to this policy.
- 2.7. Outgoing City Sponsorship support of external projects where the City provides funds to an outside organization.
- 2.8. Donations of public art or art inventoried in the City's Corporate Art Collection.
- 2.9. Donations of cultural property including but not limited to Vaughan Archives.
- 2.10. Campaign contributions as set out in the Municipal Elections Act, 1996.
- 2.11. Matters related to Planning, Development or Real Estate agreements.

LEGISLATIVE REQUIREMENTS

1. *Income Tax Act*, RSC 1985, c 1 (5th Supp.) Section 118.1 (Individuals) and Section 110.1 (corporations).

DEFINITIONS

1. **Donation(s):** Philanthropic contributions or gifts in which cash or in-kind goods, or services are voluntarily transferred by a third party ("Donor") to the City without expectation of return. In such instances, no valuable consideration is provided to, and no business relationship exists with, the third party whether they are an Organization or Individual. A Donation tax receipt can be issued if it meets the Canada Revenue Agency (CRA) charities giving regulations/criteria set out in Section 118.1 in the *Income Tax Act* and, in the case of in-kind, the fair market value of the Donation can be proven.
2. **Individual:** A resident or non-resident of Vaughan not associated with an Organization for the purposes of this policy.
3. **Organization:** A registered business either in Vaughan or outside of Vaughan that is not an Individual or special interest body such as a school board or government agency.

POLICY TITLE: INCOMING SPONSORSHIP AND DONATION

POLICY NO.: 09.C.02

4. Sponsorship(s): A mutually beneficial business agreement where an external party (“Sponsor”), whether for profit or otherwise, provides cash and/or in-kind products or services to the City in return for commercial benefit. These benefits may take the form of marketing, publicity, promotional consideration, merchandising opportunities, etc. Because of these marketing benefits, Sponsorships do not qualify for a tax receipt and the value of each Sponsorship is negotiated between the parties.

POLICY

1. Authority to Approve, Execute and Terminate Sponsorship and/or Donation Agreements

1.1. City-Run Programs and Events

The authority to approve, execute and/or terminate a Sponsorship or Donation Agreement for City-run programs and/or events is provided for in Appendix B to this policy.

1.2. Right to Terminate a Sponsorship or Donation Agreement

If at any time during the term of the agreement, there are conditions that arise which make it no longer in the best interest of the City to continue the working relationship with a Sponsor or Donor, the City is authorized to terminate the existing Sponsorship or Donation agreement at their sole discretion in consultation with Legal Services and following the appropriate level of authority established in the Approval, Execution and Termination Table, found at Appendix B.

2. Policy Principles

2.1. This policy supplements existing City policies and guidelines listed in the Scope section of this Policy, including but not limited to, the Council Expense Policy, Code of Conduct, and the Lobbyist Registry.

2.2. In the event of a conflict between this policy and other City protocols involving Sponsorships and Donations, this policy will prevail.

2.3. City staff may solicit or accept unsolicited Sponsorships and Donations from a Lobbyist if the Incoming Sponsorships and Donations Policy and procedures are followed. Council however should refer the Lobbyist to staff per the Gifts and Benefits Section of the *Code of Ethical Conduct for Members of Council and the Council Member Expense – 06.C.02 policy*.

POLICY TITLE: INCOMING SPONSORSHIP AND DONATION

POLICY NO.: 09.C.02

2.4. The City shall retain ownership and control over any sponsored property and of the planning and delivery of all activities unless otherwise contractually stated.

2.5. The City does not endorse the products, services, or ideas of any Organization or Individual.

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

3. Criteria for Solicited Sponsorships and Donations

3.1. The City may solicit Sponsorships and Donations for City programs and/or services, identified in Appendix A to this policy.

3.2. The City will not solicit opportunities for Sponsorship or Donation from people and/or entities:

3.2.1. Whose activities are perceived to be incompatible with the City's goals, values, or mission, in the opinion of the City Manager, or their delegate;

3.2.2. Who disparage in any way the City or any City service or promote a product by drawing a negative comparison with a City service in the opinion of the City Manager, or their delegate.

3.3. The Sponsorship or Donation must not confer a personal benefit, directly or indirectly, on any City employee or official.

3.4. There shall be no actual or implied obligation to purchase the product or services of the Sponsor or Donor, outside any obligations set out in any agreement between the parties.

3.5. The Sponsorship or Donation must not interfere with existing contractual or legal obligations.

3.6. Agreements entered under this policy shall be in a form satisfactory to Legal Services.

4. Criteria for Unsolicited Sponsorships and Donations

4.1. The City may consider unsolicited offers for Sponsorship or Donation but has no obligation to accept any of them.

POLICY TITLE: INCOMING SPONSORSHIP AND DONATION

POLICY NO.: 09.C.02

4.2. The City reserves the right to refuse any unsolicited offer for Sponsorship or Donation for any reason, including, but not limited to, those that:

4.2.1. Are submitted by third parties whose activities are perceived to be incompatible with the City's goals, values, or mission, in the opinion of the City Manager, or their delegate;

4.2.2. Disparage in any way the City or any City service or promote a product by drawing a negative comparison with a City service, in the opinion of the City Manager, or their delegate.

4.2.3. Are currently or have been within the last fifteen (15) years, the subject of legal proceedings where the Corporation of the City of Vaughan is named as a party, unless approved by the City Solicitor.

4.2.4. Those submitted by third parties that are currently bidding for work through the Procurement process.

4.2.5. Those submitted by third parties that are not in compliance with the City's policies, bylaws, or requirements.

4.3. Unsolicited offers for Sponsorship or Donation should be understood separately from Unsolicited Proposals, which are governed by the City's Corporate Procurement Policy, being policy No. 15.C.03.

5. Policy Review

Appendix A to this policy shall be reviewed by Council no less than once per term of Council.

ADMINISTRATION

Administered by the Office of the City Clerk.

Review Schedule:	Other (specify) Term of Council	Next Review Date:	November 1, 2026
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Related Policy(ies):	06.C.02 – Council Member Expense, 09.C.01 – Grant Funding, 15.C.03 – Corporate Procurement
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Related By-Law(s):	030-2019
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Procedural Document:	
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Revision History

Date:	Description:
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POLICY TITLE: INCOMING SPONSORSHIP AND DONATION

POLICY NO.: 09.C.02

Click or tap to enter a date.	
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CITY OF VAUGHAN

CORPORATE PROCEDURE

PROCEDURE TITLE: INCOMING SPONSORSHIPS & DONATIONS

PROCEDURE NO.: PRC.35

Section:	Donations & Grants		
Effective Date:	Click or tap to enter a date.	Date of Last Review:	Click or tap to enter a date.
Policy Parent: Sponsorship and Donation – 02. C.12	Procedure Owner: City Manager		
PROCEDURE STATEMENT			
This document outlines the procedures to be followed by staff when acquiring and implementing monetary or in-kind Sponsorship and/or Donations for the City of Vaughan pursuant to the Incoming Sponsorship & Donation – 02.C.12 policy.			
PURPOSE			
To ensure a consistent and strategic approach to all inbound sponsorships and donations acquired by and benefiting the City. It is also to identify the roles and responsibilities of City staff in each step of the process.			
SCOPE			
<ol style="list-style-type: none"> 1. These procedures apply to all situations that involve a Sponsorship and/or Donation of either cash or in-kind goods, products, or services being proposed to the City by an outside party, whether solicited or unsolicited. 2. These procedures do not apply to: <ol style="list-style-type: none"> 2.1. All Mayor and/or Members of Council initiatives (see Code of Ethical Conduct for Members of Council and the Council Member Expense – 06.C.02 policy). 2.2. Grants obtained from other federal or provincial governments, corporate foundations, trusts, etc. (see Grant Funding – 09.C.01 policy). 2.3. Emergency Donations (see A By-law to appoint members to the City's Emergency Management Program Committee Terms of Reference and amend By-law Number 63-2008 – By-law 030-2019). 			

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- 2.4. Corporate Naming Rights, and/or Commemorative Naming (see TPF-006 Naming City Parks, Open Spaces, Community Facilities and other Municipal Buildings and Properties Policy).
- 2.5. Street Naming (see DP-006 Street Naming Policy).
- 2.6. Any Sponsorship or Donations that pre-date this policy, however, Sponsorship renewals will be subject to this policy.
- 2.7. Outgoing City Sponsorship support of external projects where the City provides funds to an outside organization.
- 2.8. Donations of public art or art inventoried in the City's Corporate Art Collection.
- 2.9. Donations of cultural property including but not limited to Vaughan Archives.
- 2.10. Campaign contributions as set out in the Municipal Elections Act, 1996.
- 2.11. Matters related to Planning, Development or Real Estate agreements.

LEGISLATIVE REQUIREMENTS

1. Income Tax Act, RSC 1985, c 1 (5th Supp.) Section 118.1 (Individuals) and Section 110.1 (corporations).

DEFINITIONS

1. **Donation(s):** Philanthropic contributions or gifts in which cash or in-kind goods, or services are voluntarily transferred by a third party ("Donor") to the City without expectation of return. In such instances, no valuable consideration is provided to, and no business relationship exists with, the third party whether they are an Organization or Individual. A Donation tax receipt can be issued if it meets the criteria set out by the Canada Revenue Agency (CRA) in Section 118.1 of the Income Tax Act for charitable giving and, in the case of in-kind, the fair market value of the Donation can be proven.
2. **Individual:** A resident or non-resident of Vaughan not associated with an Organization for the purposes of this policy.
3. **Organization:** A registered business either in Vaughan or outside of Vaughan that is not an Individual or special interest body such as a school board or government agency.
4. **Sponsorship(s):** A mutually beneficial business agreement where an external party ("Sponsor"), whether for profit or otherwise, provides cash and/or in-kind products or services to the City in return for commercial benefit. These benefits may take the form of marketing, publicity, promotional consideration,

PROCEDURE TITLE: INCOMING SPONSORSHIP & DONATION

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merchandising opportunities, etc. Because of these marketing benefits, Sponsorships do not qualify for a tax receipt and the value of each Sponsorship is negotiated between the parties.

PROCEDURE

1. Donation by an Individual

- 1.1. Individual is interested in donating financially or in-kind to the City. (Please note: an Individual can only be a Donor; Sponsorship benefits are not permitted for Individuals).
- 1.2. Individuals registered to run for public office are prohibited from donating or sponsoring through their business during a campaign period.
- 1.3. Staff engaging with the Individual inquiry determines if the Donation is financial or in-kind.
- 1.4. Financial Donations:
 - 1.4.1. Staff would determine if the monetary Donation fits within a current program or if it is unsolicited.
 - 1.4.2. If monetary Donations are solicited for a current program:
 - 1.4.2.1. Individuals can donate a desired amount.
 - 1.4.2.2. Staff issue tax receipt if up to or over \$25.
 - 1.4.2.3. Name Recognition in text permitted; however, no marketing benefits, in harmony with CRA provisions.
 - 1.4.3. If a monetary Donation is unsolicited and no current program exists:
 - 1.4.3.1. Contact Economic Development.
 - 1.4.3.2. Economic Development will review the monetary Donation request to determine the acceptance and/or allocation.
 - 1.4.3.3. Staff processes Donations and issues tax receipts if up to or over \$25.
 - 1.4.3.4. Name Recognition in text permitted however no marketing benefits will be granted in accordance with CRA directions.
- 1.5. In-Kind Donations:
 - 1.5.1. Staff would determine if the in-kind Donation fits within a current program or if it is unsolicited.

1.5.2. If in-kind Donations are solicited for a current program:

1.5.2.1. Individuals can donate in-kind products or services in response to a solicitation.

1.5.2.2. If an Individual requests a tax receipt, staff may issue a Donation tax receipt if it meets the Canada Revenue Agency's charities-giving regulations and criteria, and the fair market value is on or over \$25.

1.5.2.3. Name Recognition may be granted through a Council approved program however no marketing benefits are permitted.

1.5.3. If an in-kind Donation is unsolicited:

Staff approval is required prior to acceptance. Staff must forward the inquiry to Economic Development who will assess the unsolicited in-kind Donation and advise for the next steps.

2. Solicited Sponsorship or Donation from an Organization

2.1. Sponsorship or Donation programs are developed with the aim of targeting certain Organizations through direct solicitation by City staff, or any third-party groups retained by the City for such purposes.

2.2. To expedite the process, a formal competitive process is not required when soliciting Sponsorships. While there is no obligation to test the market, to maximize the contribution it is expected that the responsible program management staff engage with several prospective partners and that engagement is documented. Department Heads shall approve all Sponsorships and Donations.

2.3. Potential sponsors, advertisers or Donors must not be solicited in a manner that uses or implies coercion and declined solicitations for contributions shall not be penalized.

2.4. If the solicitation is successful, Staff must:

2.4.1. Determine if the Organization is interested in sponsoring (with marketing and/or promotional benefits) or donating (tax receipt and Name Recognition where applicable).

2.4.2. Evaluate the Organization to ensure fit by emailing Legal Services to conduct litigation and any other required checks, emailing Bylaw to verify bylaw compliance and emailing Procurement Services for vendor performance/ procurement status if applicable.

2.5. If an Organization wants to sponsor a set program and receive marketing and/or promotional benefits:

2.5.1. Staff will determine if the Organization wants to sponsor financially or in-kind.

2.5.2. Financial Sponsorship

2.5.2.1. Organization receives marketing and/or promotional benefits for the term of their Sponsorship in accordance with their agreement, for the set program.

2.5.2.2. Relationship ends after the contract term has ended, with no further obligation or expectation on either side.

2.5.3. In-Kind Sponsorship

2.5.3.1. Staff would determine the value of the product or service and provide marketing and/or promotional benefits accordingly for the set program.

2.5.3.2. Relationship ends after the contract term has ended, with no further obligation or expectation on either side.

2.6. If an Organization wants to donate to a set program and receive a tax receipt where applicable:

2.6.1. Staff will determine if the Organization wants to donate financially or in-kind.

2.6.1.1. Financial Donation

The Organization receives a tax receipt for their Donation if the value is up to or over \$25 in accord with CRA criteria.
(Organizations may receive Name Recognition as indicated in the Sponsorship and Donations Policy).

2.6.1.2. In-Kind Donation

Only if requested by the Organization, staff may issue a Donation tax receipt if it meets the Canada Revenue Agency's criteria and the fair market value is up to or over \$25.

3. Unsolicited Requests for Sponsorship or Donation by an Organization

3.1. Unsolicited Requests for Sponsorships or Donations may be considered by the City and evaluated against the provisions of the Incoming Sponsorship and Donation Policy and Procedures. The City reserves the right to reject any Unsolicited Requests offered to the City and to refuse to enter into agreements that originally may have been solicited by the City.

PROCEDURE TITLE: INCOMING SPONSORSHIP & DONATION

PROCEDURE NO.: PRC.35

3.2. If an Organization is interested in sponsoring or donating to the City and has approached staff in any department or Council with an Unsolicited Request, elected officials are encouraged to refer unsolicited requests to the appropriate staff.

3.3. Staff will forward Requests to Economic Development for discovery to determine the type of Organization (profit, non-profit), type of Sponsorship or Donation, their interest in receiving marketing benefits or tax receipt, and what their overall objective is in engaging with the City. Staff may determine not to proceed and direct them to donate to a charity of their choice.

3.4. If the Organization is advocating for change:

Organization would be directed to the lobbyist registry for next steps. Staff can refer to Schedule 'A' of By-law 165-2017 - A By-law to permit the establishment of a Lobbyist Registry and refer the Organization to the Lobbyist Registry at LobbyistRegistry@vaughan.ca.

3.5. If the Organization wants to do business with the City:

3.5.1. Staff will determine if the proposed Sponsorship or Donation can be directed to an existing program on the inventory list.

3.5.2. If yes, Staff follows procedures laid out in section 2 of these Sponsorship and Donation Procedures.

3.5.3. If no, Staff may determine not to proceed and may direct them to donate to a charity of their choice.

3.5.4. If the Request is unsolicited and there is no Sponsorship or Donation element clearly defining it as an Unsolicited Proposal, Economic Development will forward it to the Director of Procurement as per Section 10 of the 15.C.03 Corporate Procurement Policy, Unsolicited Proposals, and any associated procedures, as revised from time to time.

3.5.5. If Unsolicited **Sponsorship** (cash or in-kind of any size) is moving ahead in compliance with the Sponsorship and Donation Policy, Economic Development in partnership with the Department Head will facilitate:

3.5.5.1. Required Council approval to add the program to the inventory list, where applicable.

3.5.5.2. Upon Council approval, the development of the Sponsorship agreement including benefits, pricing and other terms and conditions of the Sponsorship as mutually agreed upon between the lead department and the Legal Services Department.

3.5.6. If Unsolicited **Donation** (financial or in-kind)

- 3.5.6.1. Staff identifies if the unsolicited financial Donation is from a reputable Organization and not in violation of the City's vision, mission, and values.
- 3.5.6.2. Staff then assess where the funds can be applied if a set program does not already exist in partnership with Economic Development and Financial Services Departments and would not warrant any further recognition.
- 3.5.6.3. Staff can accept financial Donations and issue a tax receipt if the Donation is up to or above \$25.
- 3.5.6.4. If the unsolicited Donation is in-kind, staff must assess the need for the Donation, consult with Procurement Services, Legal Services and Risk Management Services and potentially go to Council for approval prior to accepting.

4. Administration

4.1. Sponsorship and Donation Criteria

- 4.1.1. The terms and conditions contained within the Sponsorship or Donation agreement are to be approved by the Department Head or designate prior to obtaining a signature from the signing authority, regardless of value. If the agreement involves more than one department, approval will be obtained from the Heads (or designates) of each department involved.
- 4.1.2. Once the Sponsorship agreement is executed, it is the responsibility of the recipient department of the offer to ensure that the terms of the agreement are adhered to.
- 4.1.3. Periodically, staff will report on Sponsorship and Donation activities outlined in this procedure including but not limited to an Inventory List of Sponsorship and Donation opportunities for Council approval.
- 4.1.4. Once an Inventory List has been approved by Council, City staff and all third-party agencies contracted for the purpose of soliciting Sponsorships and Donations are free to pursue the opportunities listed, in compliance with the Incoming Sponsorship and Donation Policy and Procedures.

4.2. Fund Allocation

All Sponsorship revenue along with Donations collected shall be directed to the appropriate budget determined by the recipient department in consultation with the Department of Financial Planning and Developmental Finance

PROCEDURE TITLE: INCOMING SPONSORSHIP & DONATION

PROCEDURE NO.: PRC.35

5. Termination Procedures

5.1. Pursuant to the Approval, Execution and Termination Table set out in the Incoming Sponsorship and Donation Policy, if a Sponsorship is no longer in the best interest of the City, the holder of the delegated authority for termination may terminate the Sponsorship agreement.

ADMINISTRATION

Administered by the Office of the City Clerk.

Review Schedule:	Other (specify) Term of Council	Next Review Date:	November 1, 2026
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Related Procedure(s):

Related By-Law(s):

Supporting Documentation: Appendix A – Inventory List

Revision History

Date:	Description:
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Click or tap to enter a date.



THE CITY OF VAUGHAN

APPENDIX

APPENDIX TITLE: INCOMING SPONSORSHIP & DONATION INVENTORY LIST

APPENDIX NO.: A

APPENDIX
<p>PURPOSE:</p> <p>The following is a comprehensive list of City programs and events to which monetary or in-kind goods or services may be applied according to this Policy.</p> <p>Note: This is an inventory list and NOT a priority list for staff during this term of Council therefore the following may or may not receive support.</p> <p>1. PROGRAM SPONSORSHIPS OR DONATIONS Staff may solicit sponsorships and/or donations for any of the following programs, divided by department, the approval, execution and/or termination of which shall be governed by the table in Appendix B.</p> <p>(a) Public Works/ Policy Planning and Environmental Sustainability</p> <ul style="list-style-type: none"> • Grow With Vaughan - Horticulture Sponsorship Program • Tree and Bench Dedication program • Green Guardians – Pollinator Gardens, Community Gardens, 20-Minute Makeover/Litter Clean-up, Corporate Tree Planting <p>(b) Economic Development</p> <ul style="list-style-type: none"> • Innovation challenges or accelerators programming <p>(c) Recreation Services</p> <ul style="list-style-type: none"> • Youth Week (first week of May) • June Recreation & Parks Month (full month of June) • National Drowning Prevention Week (3rd week in July) • Community Centre Open House Events • Recreation programming - Specialized equipment in support of programming • RecAssist Program – individual and organization financial donations • Fundraising events (in support of RecAssist) including Zumbathon, Spin-a-Thon • Tournaments for Vaughan Sports • Graduation for Vaughan Playschool programs

APPENDIX TITLE: INCOMING SPONSORSHIP & DONATION INVENTORY LIST

APPENDIX NO.: A

- Camps during March Break, Winter Break and Summer

(d) Vaughan Animal Services

- Animal Shelter Services
- Adoption Programs
- Spay and Neuter Clinics

(e) Vaughan Fire and Rescue Services

- Camp Molly
- Smoke Alarm Program
- Community outreach program

2. CITY-RUN EVENTS

Staff may solicit sponsorships and donations for the following city-run events (*Mayor and Members of Council Initiatives out of scope*), the approval, execution and/or termination of which shall be governed by the table in Appendix B:

(a) Award Ceremonies

- Vaughan Urban Design Awards

(b) City-run Flag Raisings and Proclamations

- Black History Month Celebration
- South Asian Heritage Month
- International Women's Day
- Italian Heritage Month
- National Indigenous People's Day
- International Day of Persons with Disabilities
- Fire Prevention Week
- Emergency Preparedness Week
- Emergency Responders Day
- Sisters in Spirit Vigil
- National Public Works Week

(c) City-run Community Events

- Vaughan Celebrates: Winterfest, Canada Day Celebration, Concerts in the Park
- Culture Days
- Environmental Days
- Green Guardians: Corporate Tree planting events

(d) Recognition/Appreciation/Memorial Events

- Tree & Bench Memorial Dedication

APPENDIX TITLE: INCOMING SPONSORSHIP & DONATION INVENTORY LIST

APPENDIX NO.: A

- Anniversary Events (25th, 50th, etc.)
- Vaughan Fire and Rescue Graduation Ceremony
- VFRS – Annual 9-11 Ceremony

(e) Holiday Events

- Lunar New Year
- New Year's Levee
- Mother's Day Tea Party
- Christmas Tree Lighting Ceremony
- Menorah Lighting Ceremony
- Festival of Lights

(f) Vaughan Business Events

- Economic Development – Seminars, Workshops, Trade Shows, Roundtables
- Small Business Week
- Starter Company Plus and Summer Company (*Funded by the Province*)



THE CITY OF VAUGHAN

APPENDIX

APPENDIX TITLE: APPROVAL, EXECUTION & TERMINATION AUTHORITY TABLE

APPENDIX NO.: B

APPENDIX			
Value*	Approval	Execution**	Termination***
Up to \$5,000	Manager	Manager	Director
\$5,001 - \$10,000	Manager	Director	DCM
\$10,001 - \$25,000	Manager	City Clerk	DCM
\$25,001 - \$100,000	Director	City Clerk	Council
\$100,001 and above	Director	City Clerk	Council

* Value means the total value of the Sponsorship and/or Donation.

** All agreements must be in a form satisfactory to Legal Services.

*** If at any time during the term of a Sponsorship Agreement or a Donation Agreement, there are conditions that arise which make it no longer in the best interests of the City to continue the working relationship with a Sponsor or Donor, the Director, the DCM, and/or Council, as the case may be above, is authorized to terminate the existing Sponsorship agreement in consultation with Legal Services.