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**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
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**Subject:** City Sponsorship Questions from Council

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Greetings Mayor and Council

Please find below a couple questions from Council on the Sponsorship report along with staff's answers.

1. The report states on p. 4 that naming rights for city owned real property are NOT part of the policy. Does this mean that NO city owned real property will be open to naming rights, as was stated by staff at the April 2 council meeting, or that it's open game?

- The proposed City Sponsorship Policy does not apply to City-owned real property. Sponsorship of City-owned real property is guided by the City's Naming Rights Policy, Civic Community Facilities, approved by Council on November 2, 2006. Staff will undertake a review of the current Naming Rights Policy and report back to Council after further research, analysis and public engagement with any recommended amendments.

2. Given that Toronto requires Council approval for sponsorships over \$500,000, why is the proposal so much higher for Vancouver (\$2M)?

- Toronto's requirement for Council to approve sponsorship agreements over \$500,000 is aligned with its Purchasing and Material Management Policy, where General Managers have approval authority on non-competitive bids up to \$500,000, and Council has approval authority on non-competitive bids over \$500,000. Similarly, Vancouver staff aligned the approval authority requirements for sponsorship with the City's Procurement Policy. The dollar value difference you note is because Vancouver City Council delegates approval authority to staff on bids below \$2M; anything greater than \$2M must receive Council approval.
- Based on other Canadian cities researched, there is a wide variation in requirements for Council approval of sponsorship agreements. Some cities do not require Council approval of any sponsorship agreements, while other cities require Council approval on all agreements or relatively low value agreements. Staff research indicated a general correlation between policy restrictions on sponsorship and the requirement for Council approval. As the level of policy restrictions to solicit sponsorship increase, the role of Council appears to decrease when comparing cities. Because the proposed City Sponsorship Policy is on the more restrictive end of the spectrum, staff proposed that Council involvement could be kept to a minimum.

We hope this clarifies the current status of sponsorship on City-owned real property, and the rationale for requiring Council approval on sponsorships over \$2M. If you have any other questions, please do not hesitate to ask.

Best

Sadhu

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*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*