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To: ["Direct to Mayor and Council"](#)
Date: 3/11/2025 4:56:57 PM
Subject: Council Prep Package: Launch of City of Vancouver Partnership Program (SAND)

Dear Mayor and Council,

Staff have identified that the City's new sponsorship and naming rights program (SAND) – which launched today under the name [*City of Vancouver Partnership Program*](#) – may attract public and media attention. Staff have prepared a package with key messages, key facts and relevant Q&As that may be helpful for media interviews or conversations with stakeholders and constituents.

Item in brief

Following Council direction to generate new, non-tax revenue while maintaining and enhancing City services and infrastructure, staff launched the [*City of Vancouver Partnership Program*](#) to build relationships with corporate and community partners that benefit Vancouver and its residents. Live as of this morning (March 11), this program seeks to generate revenue, enhance public experiences, energize the city, and maintain Vancouver's reputation as a top place to live, work and thrive.

Communications approach in brief

- The City's consultant TTG Canada is managing activities with corporate Canada, primarily through direct pitching and an RFEI page on BC Bid, as well as through LinkedIn, a landing page on TTG's website and trade media pitching (e.g. Strategy Magazine, Globe & Mail).
- The City has a new page related to this work: [Vancouver.ca/Partnership-Program](https://vancouver.ca/Partnership-Program). Our page includes information the public may find relevant, including background documents and a link to BC Bid where interested parties can submit an expression of interest.
- The City's media relations will be reactive in nature.
- City spokespeople may include Mayor Ken Sim, Park Board Commissioner Laura Christensen, Manager Karen Levitt (Deputy City Manager), and Steve Jackson (Park Board General Manager).

Key messages

- The City of Vancouver and Vancouver Board of Parks and Recreation have launched the *City of Vancouver Partnership Program* to build relationships with corporate and community partners that benefit Vancouver and its residents.
- We are excited to work with a select group of corporate and community partners who are committed to making a positive impact on life in Vancouver.
- This program will generate revenue, enhance public experiences, energize the city, and maintain Vancouver's reputation as a top place to live, work and thrive.
- Like all Canadian cities, Vancouver is facing higher costs, especially for maintaining and improving infrastructure. The Vancouver Partnership Program is one way the City is thinking creatively to address that gap.

Key Facts

- The program will offer a select corporate and community partners the opportunity to engage in sponsorship, brand activation, naming rights and/or marketing activities of some City assets, events, programs, services and/or facilities.
- There are a number of civic spaces not available for sponsorship and/or naming rights. The full list of exclusions is listed on [Vancouver.ca/partnership-program](https://vancouver.ca/partnership-program) and includes Vancouver Public Library branches, VPD assets, City Hall, and naming rights of parks and streets.
- The City is focussed on transparency and process – companies and community organizations interested in partnering with the City are required to submit a formal expression of interest via BC Bid.
- The City and Park Board sponsorship policies, approved in December 2024 and January 2025, formalize approval processes and how money generated from sponsorships will be spent to ensure consistency and transparency.
- Values alignment is key – all proposals will be evaluated by City and Park Board staff on the financial value they represent, their alignment with City and Park Board values (e.g. sustainability, Reconciliation, diversity, equity, inclusion and human rights), having a positive impact on residents and visitors, and demonstrating a strong connection to Vancouver, B.C. and Canada.

Questions & Answers

Q: Will City parks get corporate names under this new program?

A: No. City parks will not be given sponsored names under this program. City parks are among the list of civic spaces excluded from naming rights under this program.

The full list of exclusions is listed on [Vancouver.ca/partnership-program](https://vancouver.ca/partnership-program) and is as follows:

- o General naming of streets and parks
- o Vancouver Public Library branches
- o City Hall
- o Senior government funding programs
- o Neighbourhood groups, service clubs, non-profit community organizations, or agencies that provide continuous support and leadership to City programs, services, or facilities
- o Assets managed by the Vancouver Police Department

Q: Why does the City need to generate money through sponsorships and naming rights?

Like all Canadian cities, Vancouver is facing higher costs, especially for maintaining and improving infrastructure. The [*Mayor's Budget Task Force Report*](#) from January 2024 highlighted the City's \$500 million yearly gap in infrastructure funding. The sponsorship program is one way the City is thinking creatively to address that gap.

Q: What companies are you reaching out to for sponsorships?\u8239

The City invites all interested parties to submit expressions of interest via BC Bid. Priority will be given to sponsorships offering high financial value, significant impact, and alignment with Vancouver's values and strong ties to the local community, British Columbia, and Canada.

Q. How soon could we see sponsorships announced?\u8239

Potentially as early as 2025.\u8239

Q: Has the City had any corporate sponsorship before?\u8239

Yes, the City and Park Board have long embraced partnerships, achieving sponsorship success with events like VanDusen Botanical Garden's Festival of Lights, Fleurs de Ville, Bright Nights in Stanley Park and the Polar Bear Swim.

Q: How much could the City earn from sponsorships?\u8239

It is too early to confirm the value of future sponsorships.

Q: What will the money generated from sponsorship be used for?\u8239

The City and Park Board's respective sponsorship policies formalize the use of revenue ensuring that sponsorship and sponsorship naming right revenue is deployed in a consistent, effective and transparent way.\u8239 Money generated will fulfil the sponsorship agreement and advance Council priorities as part of the standard financial planning and budget processes.

Q: Who is TTG Canada and what is their role? \u8239

TTG Canada is a Vancouver-based consultant hired by the City of Vancouver. As marketing and sponsorship specialists, they are working hand-in-hand with the City and Park Board to support us in securing sponsorship arrangements that represent the best value for Vancouver and its residents.

Q: How will City and Park Board collaborate on sponsorships?

City and Park Board staff will work together to negotiate terms and execution of sponsorships that represent greatest value to Vancouver and its residents.

Q: How might the City's sponsorship program affect community-led activations, events, etc.?

It is not the City's intention for the sponsorship program to disrupt community-led activations or events. It is our hope that City sponsor activations add to the viability and vibrancy of events taking place in civic spaces. Any changes would be worked out with event organizers during the permitting process.

Q: What are the City and Park Board approval processes for sponsorship and naming rights proposals?

The approval processes are outlined in the City's and Park Board's respective Sponsorship and Sponsorship Naming Rights policies.

- Any naming right proposal, of any value, would require Council and/or Park Board Approval.
- Any sponsorship proposals over \$3M require Council approval. City Manager can approve sponsorship proposals under \$3M that do not include a naming rights component.

- Any sponsorship proposals related to areas of Park Board jurisdiction over \$250K require Park Board approval. Park Board GM can approve sponsorship proposals under \$250K that do not include a naming rights component.
- The authority to approve sponsorship agreement with values less than \$50,000 may be delegated by the City Manager and/or Park Board General Manager to a staff member, at their discretion.

Q: Does the public have any say or influence at hearings/Council meetings etc. when it comes to sponsorships and naming rights?

Members of the public will have the opportunity to speak at public Council and Park Board meetings when Council and Park Board approval is being sought for naming rights and sponsorship proposals, per the respective Sponsorship and Naming Rights policies.

Q. What about City sponsorships under \$3M and Park Board sponsorships under \$250K? How does the general public share their views on these?

The public may not get an opportunity to comment on every sponsorship. The policy sets out clear delegation authorities and policy objectives. Any sponsor will need to have satisfied the City and Park Board that it meets the requirements of the policy including the conflict of interest and ethics responsibilities.

Related links

- [City of Vancouver's 2024 Sponsorship Policy](#)
- [Vancouver Park Board's 2025 Sponsorship Policy](#)

Given this is a live file, we will provide a follow up note if context or messaging requires updates. If you have any questions about the foregoing, please reach out to Maria at maria.pontikis@vancouver.ca.

If you get media questions on this topic, please direct them to media@vancouver.ca.

Best,
Paul

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City of Vancouver

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x m k y m (Musqueam), S wxwú7mesh (Squamish), and s lilw ta (Tsleil-Waututh) Nations.