

1. Policy

Policy Number:	P-CAO-25-05
Policy Name:	Advertising and Sponsorship Policy
Effective Date:	September 23, 2025
Last Revised:	
Last Reviewed:	

2. Policy Purpose

The Town of Niagara-on-the-Lake recognizes the value and benefit of commercial advertising and sponsorship opportunities. Advertising can help cover municipal program expenses and acknowledge partnerships that offer significant support for municipal initiatives and events. This policy aims to ensure that advertising and sponsorship activities comply with relevant laws and municipal policies and uphold the image and interests of the Town.

This policy also acknowledges that advertising and sponsorship activities may intersect with facility naming; however, the naming of municipal facilities is governed separately and is not covered under this policy.

3. Scope

This policy applies to all Town employees and governs the interactions between the Town, businesses, organizations, and individuals who provide financial or in-kind support to Town events, programs, services, publications or facilities in exchange for public acknowledgment or other promotional benefits. The policy specifically pertains to sponsorship programs, events, and paid commercial advertising opportunities listed in Appendix I (as updated annually). The scope of this policy does not include facility naming rights.

4. Definitions

TERM	DEFINITION
Commercial Advertising	Commercial advertising refers to selling advertising space to external businesses and organizations for placement in or on municipal property, publications, or in association with Town events, programs, and publications, whether in print or digital format.
Sponsorship	Sponsorship entails an external business or organization providing funds, goods, or services-in-kind to support a

	municipal program, event, or activity. In return, the sponsor receives acknowledgment, recognition, or other promotional benefits associated with the municipal program, event, or activity.
Facility Naming	Facility naming refers to the formal process of assigning a name to a Town-owned facility, amenity, or public space. This process is outside the scope of this policy.

5. Policy Statement

The Town of Niagara-on-the-Lake will authorize commercial advertising and sponsorships on assets owned or controlled by the Town, as well as on public property, during Town events, and within Town publications, provided they adhere to the conditions specified in this policy.

This policy governs all paid advertising and sponsorship acknowledgment involving individuals or corporations on Town-owned assets, public property, at Town events, and in Town print or online publications. It should be noted that promoting a product or service does not imply the Town's endorsement of the product or service.

6. Policy Details

All advertising and sponsorships must comply with the Canadian Code of Advertising Standards, as amended periodically and with all applicable federal, provincial and municipal laws and By-laws (including, without limitation, the Ontario Human Rights Code, Canada's Criminal Code, and the Canadian Charter of Rights and Freedoms), as the same may be amended or substituted periodically.

All advertising and sponsorships shall not, either directly or indirectly:

- Violate any specific Town policy;
- Advertise tobacco products or promote tobacco use;
- Advertise the purchase of alcoholic beverages or promote the use of alcohol to those younger than the legal drinking age; or,
- Advertise or promote the use of illegal substances, weapons or other life-threatening products.

Political Advertising Restriction

To uphold the Town's commitment to neutrality and non-partisanship, political advertising of any kind is not permitted on any municipal advertising platform. This includes, but is not limited to, content that:

- Endorses or opposes a political party, candidate, elected official, or ballot initiative;

- Promotes political viewpoints, policy positions, or factional causes;
- Contains imagery, language, or messaging associated with political campaigning or advocacy.

This restriction applies to all forms of advertising and sponsorship displayed on or through Town assets, including digital signage, rink boards, publications, event materials, and other media platforms.

Non-Profit and Government Partner Exceptions

The Town of Niagara-on-the-Lake may waive advertising fees for not-for-profit organizations, registered charities, or government agencies whose initiatives support community well-being or align with the Town's strategic priorities.

To ensure equitable access, limitations may be imposed on the number of times per year these ads are permitted, the locations, and the duration of display. Requests for advertising from these organizations must still undergo review and approval by the Corporate Communications Team to ensure brand alignment and compliance with applicable policy standards.

The Town of Niagara-on-the-Lake can choose not to accept advertising when, in its sole discretion, it determines that advertising is not in the municipality's best interests.

Any advertising or sponsorship initiatives associated with facility naming must be coordinated with Staff responsible for the Facility Naming to ensure consistency with Town standards.

Refunds

Refunds for advertising and sponsorship fees may be issued in cases where services are cancelled, significantly altered, or otherwise cannot be fulfilled as agreed. Requests for refunds must be submitted in writing and will be reviewed on a case-by-case basis by the appropriate division. All approved refunds will follow the Town's financial policies and procedures, and may be subject to administrative fees.

7. Procedures

Pre-screening of Advertising and Sponsorship Requests

Artwork for all advertisements within Town buildings and/or on municipal property, whether from entities within the Town or external organizations, must be submitted to Corporate Communications before producing any advertising materials, such as on-wall rink boards, digital signage, or posters. Additionally, sponsorship requests must be thoroughly reviewed by the Corporate Communications Team.

The prescreening process adheres strictly to the guidelines and conditions outlined in this policy, ensuring alignment with the municipality's brand, values, and objectives. As

the Team responsible for overseeing all advertisement activities within the Town, Corporate Communications plays an important role in maintaining the integrity and coherence of messaging across various platforms and mediums.

The Corporate Communications Team will review the submitted materials. For the approval process, Town Staff will be reviewing submissions through the following lenses:

Environmental Stewardship: Assessing the environmental impact, including considerations for digital ads.

Diversity and Inclusion: Ensuring representation and inclusivity across all aspects of the proposed initiatives.

Communications Lens: Evaluating clarity, messaging effectiveness, and alignment with communication strategies.

Once approved, Staff will notify the organization of the authorization to proceed with production. This streamlined process ensures consistency in messaging, adherence to branding standards, and compliance with regulatory guidelines across all advertising materials.

Reconsideration

Individuals or groups objecting to a particular advertisement or sponsorship governed by this policy may file a complaint with Advertising Standards Canada (ASC), following their prescribed process. Individuals or groups may also request, through the Town Clerk, to appear as a delegate before Town Council to state the nature of their request for reconsideration.

Emergency and Crisis Communication

During emergencies or crisis situations, the Town of Niagara-on-the-Lake may utilize advertising channels to disseminate important information to the public. This may include updates on emergency protocols and other critical information to ensure public safety and well-being. The Town reserves the right to prioritize emergency communications over commercial advertising and sponsorship activities during such times.

8. Responsibilities

Administration

The Corporate Communications Team and the Parks and Recreation Division will work collaboratively to administer the Advertising and Sponsorship Program.

Businesses and organizations wishing to advertise with the Town or sponsor a Town-run event will need to fill out the appropriate form. They also may be required to enter into a formal agreement with the Town of Niagara-on-the-Lake.

All artwork must be submitted to Communications Team for final approval.

POSITION or OFFICE	RESPONSIBILITIES
Corporate Communications	1. Assume responsibility for handling incoming advertising requests. They will triage and forward these requests to the appropriate Staff for further action, ensuring efficient and effective processing of all advertising inquiries. 2. Create and maintain the Town's "Advertise with Us" webpage. 3. Ensure annual reporting to Council on advertisement revenue. 4. Assume responsibility for the coordination, review and invoicing of sponsorship for events. 5. Assume responsibility for the coordination, review, invoicing, and allocation of revenue generated for advertisements placed in: a. Community Guides b. Digital Signage c. Bathroom Stalls d. New Resident Guide 6. Provide graphic design services when needed and at a cost. 7. Provide final approval of all artwork. 8. Coordinate and oversee sponsorship of Town events, where appropriate. 9. Process refund requests related to advertising and sponsorship placements managed by Corporate Communications, ensuring compliance with Town refund policies.
Parks and Recreation:	1. Assume responsibility for the coordination, review, invoicing, and allocation of the revenue generated for advertisements placed on: a. Arena on-wall boards b. Arena Resurfacer c. Mississagua and Queen Street Event Signage (See Appendix I) d. Outdoor Digital Signs at the Community Centre, and the Meridian Credit Union and Centennial Arenas

	2. Assume responsibility for the coordination, review, invoicing, and allocation of revenue of public skating and swimming sponsorship days. 3. Coordinate and oversee sponsorship of public skating and swimming days. 4. Coordinate with relevant staff on any advertising or sponsorship elements that support or accompany facility naming initiatives. 5. Process refund requests related to advertising and sponsorship placements managed by the Parks and Recreation Division, ensuring compliance with Town refund policies.
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9. Related Information

Advertisements must adhere to, or conform with, all other policies and supporting documents, including the following:

- [Sign By-Law \(By-Law 4586-12\)](#)
- [Procurement of Goods and Services \(By-law 4701A-18\)](#)
- [Ontario Human Rights Code](#)
- Naming of Municipal Facilities Policy (TBD)
- Advertising and Sponsorship Fee Schedule

10. Contacts

Please direct any questions regarding this policy to:

OFFICE	PHONE	EMAIL
Lauren Kruitbosch	905-468-3266 ext 307	lauren.kruitbosch@notl.com
Kevin Turcotte	905-468-3266 ext 263	kevin.turcotte@notl.com

POLICY GOVERNANCE	
Policy Number:	P-CAO-25-05
Effective Date:	September 23, 2025
Last Reviewed Date:	August 29, 2025
Target Review Date:	September 23, 2026
Approval Authority:	Council

Policy Owner:	Communications
Responsible Office:	Office of the CAO
Supplemental Documents:	Policy - Advertising & Sponsorship, CAO-25-019

Appendix 1

List of possible sponsorship programs and events

- Public Skating Sponsorship Days
- Public Swimming Sponsorship Days
- Event Sponsorship

List of commercial advertising opportunities

- Arena On-Wall Boards
- Arena Resurfacer
- Mississagua and Queen Street Event Signage
- Digital Boards
- Bathroom Stalls
- Community Guide
- Outdoor Digital Signs at the Community Centre and Arena
- New Residents Guide
- Business Guide (not yet established)



Figure 1 Mississagua & Queen Street Event Signage

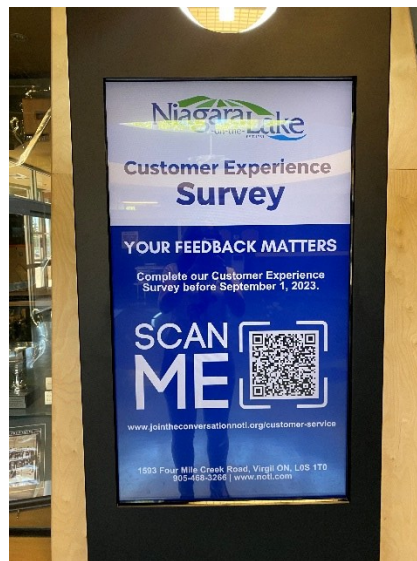


Figure 2 Digital Boards