

Policy Title: Comox Valley Sports and Aquatic Centres Facility Advertising Policy		Policy Number: P27
Policy Category: Community Services		
Approval Date: September 22, 2009	Policy Owner: Community Services	
Approved by: Board	File Reference: 0340-50	

Purpose

The decision to incorporate the role of corporate sponsorship and to pursue advertising initiatives stems from a need to operate within a budget that is beneficial to meet both community needs and the needs of the facility. The objective is to satisfy these needs in a manner that is tasteful and represents the spirit of our community-based leisure services. For this reason, the implementation of strict guidelines will regulate the form and message of advertising in both the Comox Valley sports and aquatic centres. The bases for these guidelines were adopted from the current practices established and outlined by the Canadian Code of Advertising Standards and other concerns expressed by regional district staff. This Code has been developed to promote the professional practices of advertising. Currently, the Code is administered by Advertising Standards Canada (ASC), which is the industry body committed to creating and maintaining community confidence in advertising. The Code sets the criteria for acceptable advertising and forms the basis upon which advertising is evaluated in response to consumer or trade complaints. It is widely endorsed by advertisers, advertising agencies and media that exhibit advertising, and suppliers to the advertising process.

Facility Policy Guidelines

1. All facility advertising will conform to the Canadian Code of Advertising Standards established by Advertising Standards Canada (ASC).
2. Facility advertising will be limited to logos and brand name imaging; it remains essential that all potential advertisements reflect the spirit of the operation.
3. All advertisements will be restricted to businesses and organizations whose products and services are available for fair and equal consumption. This means a particular advertisement will be prohibited from installation if it supports either product or service that is prohibited, by legislation, from sale to minors (persons under eighteen years of age). This includes the installation of brand or corporate logos.
4. No advertising will be installed that displays a disregard for safety or depicts situations that might encourage unsafe or dangerous practices or acts.
5. All potential advertisers will submit their advertisement design, for approval to the General Manager or Management Designate prior to installation in the facility.
6. The General Manager or the Management Designate will reserve the right to refuse the installation of any advertisement that is not reflective, in its message, design, or character of the values and image of the operation of the Comox Valley sports and aquatic centres.

7. All costs associated with the design and manufacture of the facility advertisement will be the responsibility of the advertiser.
8. The costs for the purchase and installation of the lexan will be the responsibility of the Comox Valley Regional District (CVRD) where the CVRD receives 100% of the facility advertising revenue.
9. The Comox Valley sports and aquatic centres staff will install all facility advertisement unless otherwise agreed to.
10. Advertising must not be partisan or discriminatory.
11. The B.C. Human Rights Act governs advertising. This act provides that no person shall be discriminated against because of race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation or age of the person or that group or class of persons.
12. Restricted solicitations – the regional district will not enter into advertising/sponsorship agreements with organizations whose products or activities have been deemed hazardous to individuals' health or the environment.
13. Advertising must not interfere with the operation of equipment, the provision of services or constitute a safety concern.
14. Advertising opportunities of a commercial nature are most compatible with active venues, which provide opportunities for healthy living through exercise and recreation activities. Facilities with high visitation rates and low aesthetic appeal are preferred choices.
15. All advertising must adhere to the guidelines of the City of Courtenay's Municipal Sign Bylaw.
16. Advertising must meet locally accepted standards of taste and aesthetics.
17. The regional district will have the right to refuse any advertising which in its sole opinion is considered unsatisfactory for any reason.
18. Signage is installed at the client's risk and the regional district does not warrant nor represent that it can prevent damage, malicious or otherwise to an installed sign.
19. The regional district will remove signs that become damaged and are considered a safety risk.
20. The regional district will advise clients of signs which have been removed and will work with the client to effect repairs or replace the signage at the client's expense.
21. No refunds of facility advertising fees will become due or payable as a result of a sign being removed by the regional district.

22. Facility advertising fees, which are not paid in advance, will result in the immediate removal of the advertisement and the regional district will not incur any liability to the client as a result of the removal.
23. The regional district will not be liable for any loss of advertising opportunities resulting from facility closures whether planned or of an emergency nature, regardless of length of shutdown.
24. The regional district will not guarantee that all participants attending facility events will view facility advertising. Facility advertisements may also be covered up during some facility events.
25. All on-ice advertising will be installed at the time of ice installation in the summer or fall of each year. Any requests for installation of facility advertising after the ice has been installed will result in the requesting advertiser reimbursing the regional district for all actual costs.

Approval Authority

1. A legal agreement will be drawn up and signed by both the regional district as well as the advertiser.
2. All agreements must confirm all dates of the advertising arrangement, clearly indicating the type of advertisement.
3. Revenues derived from advertising shall be allocated to the appropriate CVRD budget area.

Facility Advertising Locations

All facility advertising locations will be as shown on Appendix 'A', 'B' and 'C' of this report. All new locations will be approved by the General Manager and added to the policy as approved.

Facility Advertising Partners

1. Comox Valley Glacier Kings Junior 'B' Hockey Club

The Comox Valley sports and aquatic centres will have a partnership with the Comox Valley Glacier King's Junior 'B' Hockey Club for the sales of rink board advertising in Arena #1. This group will be given ten (10) eight (8') foot by three (3') foot rink board advertising sections. The Comox Valley Glacier Kings Junior 'B' Hockey Club must confirm the number of advertising sections by August 1st of each year for the following year. Any unsold rink board sections by August 1st of the respective year will revert back to the regional district.

In return for the right to sell advertising in the Comox Valley Sports Centre Arena #1 the Comox Valley Glacier Kings Junior 'B' Hockey Club will reimburse the regional district for fifty (50%) percent of the fees outlined in the current schedule of fees and charges. In addition the Comox Valley Glacier Kings Junior 'B' Hockey Club will also pay for fifty (50%) percent of the lexan costs used to cover the advertising. Lexan costs are calculated with a lifetime expectancy of two (2) years.

2. Contracted Sales Company

In an effort to reduce staff time for the sales of facility advertising, outside contracted sales companies will be utilized. Staff will determine the available facility advertising available for a contracted sales company to sell.

In return for the right to sell advertising in the Comox Valley sports and aquatic centres, the outside sales contractor will reimburse the regional district for fifty (50%) percent or greater of the fees outlined in the current schedule of fees and charges. In addition, the outside sales contractor will also pay for fifty (50%) percent of the lexan costs used to cover the advertising. Lexan costs are calculated with a lifetime expectancy of two (2) years.

Schedule of Fees and Charges

1. Facility advertising fees can be paid monthly, quarterly or yearly. Client payment preference will be shown on agreement.
2. All facility advertising fees will be included in the Comox Valley sports and aquatic centres' Schedule of Fees and Charges.
3. Facility Advertising Bulk rates will apply for any advertiser renting more than one (1) advertising space in either the Comox Valley sports centre or the Comox Valley aquatic centre. Bulk advertising rates are as follows:

Highest cost facility advertising item	100% of Cost
Second highest cost facility advertising item	60% of Cost
Third and any additional advertising items	50% of Cost

Free Facility Advertising

Local Not for Profit Regular Facility User Group Youth Sport Organization

In an effort to assist local not for profit regular facility user group youth sport organizations to promote their sport, the regional district will permit each installation of one twelve (12') foot by two (2') foot arena ad in Arena #1 for arena user groups. The swimming pool groups will be permitted to install a banner three (3') feet by eight (8') feet in the swimming pool used most by their group.

There will not be any corporate advertising permitted to be part of this ad. All cost associated with the production of the ad will be the responsibility of the sport group. The General Manager, Comox Valley sports and aquatic centres will determine location of the ad.

Gifts and Legacies

In an effort to recognize donations over ten thousand (\$10,000.00) dollars from corporations, service clubs and individuals contributing to the Comox Valley sports and aquatic centres' gifts and legacies program, the donor will be permitted a facility advertising space in the facility benefiting from the donation, i.e. if a service club for the purchase of a pool ramp made a donation, that service club would be recognized with the installation of a facility ad in that swimming pool that the pool ramp will be used. The facility ad would stay in place for a one-year period and the regional district would provide the production cost of the ad.

Revision History

Approval Date	Approved By	Description of Change
August 11, 2020	Board	Housekeeping