

City of Merritt Council Policy

Council Policy: Naming Rights Policy

Category No. ## - ##

Contact Department: Community Services



1. PURPOSE

This policy establishes a consistent framework for the evaluation, approval, and implementation of Naming Rights agreements, ensuring alignment with the City of Merritt's values, community identity, and financial sustainability. The City of Merritt is committed to enhancing the quality of its programs, services, and community facilities by encouraging sponsorship and naming rights opportunities.

2. POLICY

This policy applies to:

- Naming Rights for City-owned civic and community facilities.
- Physical spaces within City facilities (e.g., rooms, wings, outdoor areas).
- Excludes honorary naming or renaming for historical, cultural, or ceremonial reasons.

This policy does not apply to:

- Honorary Naming: Naming to recognize individuals or organizations for exceptional contributions without financial consideration.
- Renaming for Historical or Cultural Reasons: Adjustments to names to honor historical or cultural significance.
- Internal Naming: Assigning names for administrative or operational purposes by City staff.
- Private Properties: Facilities or spaces not owned or operated by the City of Merritt.
- Temporary Event Sponsorships: Naming rights associated with short-term events or campaigns.
- Naming of Streets
- Naming of Parks
- Non-city facilities
- Naming of programs or events

General Principles

- Naming Rights agreements must align with the City's strategic priorities and uphold its reputation.
- The granting of Naming Rights is intended to support and promote investment in the Civic Community Facilities that provide important services to citizens.
- A Naming Rights Agreement may not compromise the City's or a Non-profit Tenants ability to carry out its functions.

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- Neither the City nor its Non-profit Tenant may relinquish any aspect of its right to manage and control a Civic Community Facility through a Naming Rights Agreement.
- Names should reflect positively on the City of Merritt and its community.
- Agreements must provide a tangible benefit to the City, such as financial contributions or services resulting in significant and direct benefits to the community.
- The City reserves the right to decline proposals that conflict with its values, policies, or public interest.
- Established names of facilities contribute significantly to a historic continuity, community identity and pride.
- Naming Rights recognition will be compatible with the physical attributes of a location.
- The approval of Naming Rights will not result in additional costs for the City, excluding the City's approval process.
- The authority to grant Naming Rights rests with council or its designate.
- The City will not pursue Naming Rights with respect to a Civic Community Facility fully occupied by a Non-profit Tenant.

Guidelines

- Duration: Naming Rights agreements must specify a fixed term, subject to renewal.
- Brand Alignment: Names must not endorse controversial or offensive themes.
- Transparency: The City will maintain an open and transparent process for evaluating proposals.
- Any applicant seeking approval of the granting of Naming Rights must first establish an internal policy related to the sale of Naming Rights which has been approved.
- City Council or its designate shall have the authority to either grant or refuse any Proposal to name Civic Community Facilities or any portion thereof.
- The City shall evaluate Corporate Naming Proposals according to the following.
 - i. An assessment of the proposal against the applicant's mission, vision and values.
 - ii. The naming entity should have a direct relationship with the applicant
- The granting of Naming Rights will be considered for the following categories of Civic Community Facilities
 - i. New
 - ii. Renaming
 - iii. Interior Facility Components
 - iv. Exterior Facility Components

Application Process

1. Submission: Applicants submit a Naming Rights proposal, including financial details and rationale.
2. Review: Proposals are reviewed by City staff for compliance with this policy.
3. Public Input: For major facilities, public consultation may be sought.
4. Approval: The proposal is submitted to City Council for final approval.

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Roles and Responsibilities

- City Council: Final approval authority for Naming Rights agreements.
- City Staff: Review and recommend proposals to Council.
- Applicants: Ensure submissions comply with this policy and provide the required documentation.

Naming Rights Agreement

The agreement must include:

- Terms of the Naming Rights, including financial considerations.
- Duration and renewal provisions.
- Conditions for name usage, maintenance, and potential termination.

Definitions:

Applicant: An individual, organization, or corporation submitting a Naming Rights proposal.

Civic and Community Facility: Properties owned or managed by the City of Merritt, including public buildings, parks, trails, and other public spaces.

Community Sports Facility: Any recreational or sports-oriented facility managed or owned by the City.

Designated City Staff: Authorized personnel responsible for reviewing and processing Naming Rights proposals.

Exterior Components: Outdoor elements of a facility, such as signage, parking lots, or public-facing walls.

Interior Components: Indoor spaces within a facility, such as rooms, wings, lobbies, or auditoriums.

Logo: A graphic mark, emblem, or symbol representing a corporate or organizational identity.

Market Valuations: An assessment of the monetary value of Naming Rights based on market demand, visibility, and community impact.

Naming Rights Agreement: A formal, legally binding contract detailing the terms and conditions of a Naming Rights arrangement.

Naming Rights: The right to name a property, portion of a property, or asset in exchange for financial or other consideration.

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Proposal: A written submission requesting Naming Rights, including details of financial contribution and naming rationale.

Renaming: The process of changing the name of a facility, space, or component previously assigned.

Request for Consideration: A formal appeal for the review of a denied Naming Rights proposal or decision.

3. OBJECTIVES

- Enhance Community Engagement: Encourage partnerships with business and organizations that align with the city’s values, fostering community involvement and engagement through the Naming Rights process.
- Generate Financial Support: Secure financial contributions from sponsors to support and sustain the development, improvement, and maintenance of City-owned civic and community facilities.
- Preserve and Strengthen City Identity: Ensure that Naming Rights arrangements reflect the values, history, and culture identity of Merritt, contributing to the community’s sense of pride.
- Ensure Transparency and Fairness: Maintain a transparent, consistent, and equitable process for evaluation and approving Naming Rights proposals.

Approved on
Amended on
Amended on
Amended on
