Winnipeg

Attachment 1

Sponsor Winnipeg

Business Case

November 2016

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SPONSOR WINNIPEG PROGRAM – Business Case

A. EXECUTIVE SUMMARY

Like most municipalities across Canada, the City of Winnipeg has been looking for alternative ways to enhance the quality of life for its citizens while minimizing the impacts on tax supported initiatives. The Council adopted Sponsor Winnipeg Policy (Appendix I) in 2007 was an important step as it represented a new policy direction to generate additional revenue to support the delivery of public services.

In 2009 an external consultant was hired and the Sponsor Winnipeg Program (the Program) commenced. Following the expiration of the consultant contract in July of 2012, a decision was made to move the Program to the Community Services Department and to add that function to an already full time position. The Department agreed to dedicate 10% of a full time FTE position to provide support to the Program in the form of managing existing sponsorships, and responding to organizations contacting the City for sponsorship opportunities. Active prospecting was not included in this arrangement

Since the program's inception, The Sponsor Winnipeg Policy has guided the Public Service in the administration of the Program. The Program has realized success generating just over $3.9 million in sponsorship revenue to date.

In 2010, revenues from sponsorship totaled $137,843 and were comprised of a few smaller sponsorships and a large sponsorship from Progressive Waste Solutions (formerly BFI). It is one of the larger sponsorships and it continues today to support enhanced programming opportunities at the North Centennial Recreation & Leisure Centre Complex.

In 2011 and 2012, sponsorship revenues increased from the initial $137,843 to $452,000 and $451,231 respectively. In July of 2012, the consultant contract with Chess Communications expired. Revenues for 2013 were $401,200.

As Winnipeg has had a sponsorship policy in place since 2007, Winnipeg has been viewed by many other Canadian municipalities as a leader in municipal sponsorship. Winnipeg has joined other Canadian Cities as a member of the Municipal Networking on Sponsorships and Naming Rights to share resources, best practices and lessons learned. Other Canadian Cities that are members of this networking group include the City of Ottawa, the City of Toronto, the City of Edmonton, the City of Calgary, the City of Regina, the City of Saskatoon and the City of Kelowna. One of the lessons Winnipeg has learned is that there is a direct link between the resources allocated to the program and the sponsor revenues generated. (Appendix III, Municipal Networking on Sponsorships and Naming Rights.)

In 2014 and 2015, sponsor revenues declined to $253,200 and $172,200 respectively. This decline in revenues is a direct correlation to the Program resources. See Appendix II for a 7 year summary of sponsorship revenues and expenses.

Most recently, the Program has been criticized for the length of time it takes to negotiate and complete a sponsor agreement, as well as the impact the Program may have on community groups and community centres. In response to this criticism, in April 2016, Council directed the Public Service to conduct a comprehensive review of the Winnipeg Sponsorship Policy. The Business Case fulfills Council's directive and the intent of the Winnipeg Sponsorship Policy; to generate additional revenue to support the delivery of public services. The Business Case identifies opportunities to be marketed and the financial benefits to be achieved; a staffing model to support a sustainable sponsorship program that will generate a long-term revenue stream; and the streamlining of the sponsorship approval process for naming rights

sponsorships. Members of Council were also consulted and their feedback is incorporated herein and in Appendix IV.

B. BUSINESS CASE DESCRIPTION

B.1 Introduction

Winnipeg is expected to enjoy a healthy economy, in good part thanks to a diversifying manufacturing sector, robust construction activity, an expanding services sector and solid employment growth. (Source; Conference Board of Canada, Long Term Population, Housing and Economic Forecast for Winnipeg October 2015.)

Given Winnipeg's healthy economy, the timing is right for the Sponsor Winnipeg Program to continue to explore partnerships with the corporate sector. As opportunities present themselves, the City of Winnipeg needs to position itself so that it has the resources in place to support and sustain a successful Sponsorship Program. Interested sponsors are approaching the City, so it is in the City's best interest to coordinate and manage these opportunities for the benefit of its citizens.

To further illustrate, results of a nation-wide survey on municipal sponsorship and naming rights activities conducted by the Centre of Excellence for Public Sector Marketing (CEPSM) in June-July 2015 indicated that more municipalities are seeking corporate partners as a means of off-setting non-tax revenue and the municipal sponsorship sector is clearly evolving. Survey highlights:

- 65% of municipalities are involved in some form of corporate engagement. This is up sharply from a 2013 survey that showed 45% were actively marketing their sponsorship and naming rights opportunities;
- 94% of those municipalities actively marketing their assets are seeking naming rights sponsors. Furthermore, 62% already have agreements in place;
- Municipalities appear to be getting more strategic in their approach; the most common term for naming agreements is 5-10 years (45%). This is in sharp contrast to the "In Perpetuity" terms that were commonly used a few years ago;
- Arenas (96%), Recreation Complexes (82%), Pools (61%) and Sports Fields (61%) are viewed as the best opportunities for sponsorship;
- 68% use internal staff to market their opportunities and manage the Program;
- 55% of those actively involved manage their sponsorship program through a Central Office, while 45% leave it to individual departments (i.e. Recreation, Community Services) or programs to implement their own programs;
- Revenue from sponsorship and naming rights is allocated to a variety of areas including general revenue accounts, departmental reserves and the sponsored program/facility/service.

(Source; Bernie Colterman Canadian Municipal Benching Marketing Survey on Sponsorship and Naming Rights; http://www.berniecolterman.ca/2015/08/31/preliminary-results-of-canadian-municipal-benchmarking-survey-on-sponsorship-and-naming-rights/.)

In addition to a healthy economy and sponsor interest, another key factor for the success of the Program will be the adoption of an internal culture that is supportive of innovative funding (sponsorship) for public service delivery.

The Business Case fulfills Council's directive and meets the intent of the Winnipeg Sponsorship Policy and in doing so, identifies:

1. Opportunities to be Marketed and Projected Revenues for a 5 year period; 2018-2022.
2. A Centralized Staffing Model within the Customer Service & Communications Division to support a sustainable sponsorship program that will generate a long-term revenue stream. Further, this position will be responsible for the management and coordination of the Program including the development of an Integrated Marketing/Communications Plan (both internal and external); a plan to update the website and the valuation of corporate assets.
3. The streamlining of the sponsorship approval process to expedite the completion of naming rights sponsorships.

B.2 Opportunities to be Marketed and Projected Revenues

The chart below identifies sponsorship opportunities by type and a brief description of each.

Sponsorship Opportunity	Description
Naming Rights – Facility Exterior	An exclusive opportunity for a sponsor's name to be a prefix to the name of a municipal facility, such as a pool, arena, community park, or community centre, golf course amenities; i.e. Golf greens; T-boxes; golf carts.
Naming Rights – Facility Interior	An exclusive opportunity for a sponsor's name on the inside of a facility; indoor rinks; dressing rooms, classrooms, canteens.
Program Sponsorship	Sponsorship of a City-wide program or service offered to citizens such as the Learn–to-Skate and Public Skating Programs; Learn-to-Swim and Wading Pool & Outdoor Pool Programs; Community Coffee Programs, the Fire Paramedic Software, Animal Services Adopt-a-Dog Program; Library Services Program.
Special Events Sponsorships	Sponsorship of one or more special events; i.e. Animal Services Photos with Santa , City Floats for Annual Santa Clause Parade.
Pouring Rights	The negotiation of exclusive product rights (non-alcoholic beverages) for vending machines and concession operations in City facilities. Most vending machines and concessions reside in recreational facilities.
Bundling Assets	Provides sponsors with the opportunity to sponsor not only their first choice facility/program or service, but also a smaller facility/program or service. The bundling of assets would provide equity opportunities for smaller centers/projects and provides the sponsor with more visibility/sponsor recognition.

The 2nd chart identifies potential revenues to be achieved. The projected revenues do not include sponsorship agreements currently in place. The revenue projections are based on benchmarking of existing sponsorships (Appendix V). It is anticipated that as more companies become aware of the benefits of aligning their marking plans with City's assets, sponsor revenues will increase.

Projected revenues are for a 5 year period; 2018-2022.

Opportunity Type	**2018**	**2019**	**2020**	**2021**	**2022**	**Total Revenue Potential**
Naming Rights Exterior	$200,000	$300,000	$450,000	$600,000	$750,000	$2,300,000
Naming Rights Interior	$15,000	$30,000	$45,000	$60,000	$75,000	$225,000
Program Sponsorship (New)	$30,000	$45,000	$95,000	$110,000	$120,000	$400,000
Pouring Rights (New)	$75,000	$100,000	$125,000	$150,000	$150,000	$600,000
Special Events Sponsorships (New)	$15,000	$15,000	$15,000	$15,000	$15,000	$75,000
Sponsorships in City-owned Walkways, Transit Platforms	$75,000	$75,000	$75,000	$75,000	$75,000	$375,000
Other Sponsorships	$20,000	$50,000	$50,000	$50,000	$50,000	$220,000
Total	**$430,000**	**$615,000**	**$855,000**	**$1,060,000**	**$1,235,000**	**$4,195,000**

Note: The projected revenues are for a 5 year period 2018-2022 and are based on the addition of one full-time equivalent (FTE) position to the Customer Service & Communications Division. Any other option other than the recommended staffing model could result in significantly different revenue projections.

B.3 Venues and Programs to be Marketed for 5 Years; 2018-2022

To ensure that marketing resources are expended where there is a likelihood of obtaining a revenue stream, we suggest that the following facilities and programs be our key focus over the years 2018-2022.

This list is subject to change based on sponsor interest.

Opportunity Type	2018	2019	2020	2021	2022
Naming Rights Exterior	7-Oaks Pool Dakota Community Centre Field House Transcona Kinsmen Aquatic Park Golf Course Windsor Park Library	New Transcona Library New Downtown Dog Park All Dog Parks St. James Assiniboine Optimist Park Disraeli Pedestrian Bridge	Wading Pool & Outdoor Pool s Air Canada Window Park WFPS Safety Village East Elmwood Community Centre Golf Course	Market facilities as they become available Golf Course Recycling Depots	Market facilities as they become available Golf Course
Naming Rights Interior	7-Oaks Indoor Water Playground Interior assets in all facilities i.e. elevators, lounge areas, program rooms, meeting rooms	New Transcona Library Interior Rooms Interior assets in all facilities i.e. elevators, lounge areas, program rooms, meeting rooms	Interior assets in all facilities i.e. elevators, lounge areas, program rooms, Meeting rooms	Interior assets in all facilities i.e. elevators, lounge areas, program rooms, meeting rooms	Interior assets in all facilities i.e. elevators, lounge areas, program rooms, meeting rooms
Program Sponsorship	Learn –to- Swim Free Swim Driver's Education and Identification Program. Neighborhood Coffee Program WPS Police Newcomer/ Aboriginal Youth Career Camp National Health & Fitness Day	Learn-to-Skate Free Skate Library Collections Dog Adoption Kits WPS School Hockey Program National Health & Fitness Day	Transit's Peggo Cards Public Skating Wading Pool & Outdoor Pool Program SPIN Uniforms for the Summer Meter Reader Program Uniforms for the Insect Control SWAT Team National Health & Fitness Day	Library Theater Access Pass Program Parking Passes National Health & Fitness Day WPS Skates 7 Badges Kickin' it with Cadets	Market programs as they become available. Police Display Cruiser School Resource Officer Training National Health & Fitness Day
*Pouring Rights		Pouring Rights;	Pouring Rights;	Pouring Rights;	Pouring Rights;

		vending machines; concessions	vending machines; concessions	vending machines; concessions	vending machines; concessions
***Note:** Pouring Rights will not be considered for marketing until 2019. There is a lot of work to prepare for Pouring Rights agreements including; an inventory of all City facilities including office buildings that have vending/concessions services; consideration of existing contracts and their terms; identifying facilities to be added when contracts have expired.					
Special Event Sponsorship	Animal Services Photos with Santa Public Works Santa Clause Float WPS Santa Clause Parade Santa Bus Canada Day Shuttle	Animal Services Photos with Santa Public Works Santa Clause Float WPS Santa Clause Parade Santa Bus Canada Day Shuttle	Animal Services Photos with Santa Public Works Santa Clause Float WPS Santa Clause Parade Santa Bus Canada Day Shuttle	Animal Services Photos with Santa Public Works Santa Clause Float WPS Santa Clause Parade Santa Bus Canada Day Shuttle	Animal Services Photos with Santa Public Works Santa Clause Float WPS Santa Clause Parade Santa Bus Canada Day Shuttle
Sponsorships in City-owned Walkways, Transit Platforms	Vending Boxes on Rapid Transit Platforms Newspaper Vending boxes in Skywalk	Vending Boxes on Rapid Transit Platforms Newspaper Vending boxes in Skywalk	Vending Boxes on Rapid Transit Platforms Newspaper Vending boxes in Skywalk	Vending Boxes on Rapid Transit Platforms Newspaper Vending boxes in Skywalk	Vending Boxes on Rapid Transit Platforms Newspaper Vending boxes in Skywalk
Other Sponsorships	Seadoo Water Rescue Boat & Trailer Semi- Automatic Defibrillators WPS Community Caravan Golf Services Assets Centre Island Sturgeon Road and Murray Park Road	Coupons on City Receipts Parking Small Vehicle for the delivery of programs to seniors Leisure Guide Golf Services Assets Dog Kennels	WPS Mascot (Copper) Waste Bag Dispensers in Off-Leash Dog Parks Golf Services Assets	Market opportunities as they become available	Market opportunities as they become available

B.4 Inventory of Assets

To ensure that the inventory is up to date, City of Winnipeg Departments will be asked on a bi-annual basis to submit any new assets that come on line for sponsorship so that these assets can be posted to the Sponsor Winnipeg website.

B.5 Allocation of Sponsor Funds

Currently, sponsor contributions are allocated to the sponsored City asset. For example, the Kinsmen Club of Winnipeg sponsored the naming right to the Sherbrook Pool now known as the Kinsmen Sherbrook Pool. The sponsor funds were allocated to the Kinsmen Sherbrook pool. There are rare occasions where funds are allocated to general revenue, i.e. Metro Newspaper sponsorship of the Skywalk under City jurisdiction in exchange for the placement of newspaper stands.

B.6 Centralized Sponsorship Office

A centralized Sponsor Winnipeg Program Office residing in the Customer Service & Communications Division should be established to oversee the City's Sponsor Winnipeg Program.

It is recommended that one additional FTE (WAPSO IV, including salary and benefits at 123,987 for 2018) be added to the Customer Service & Communications Division to support the Program. The reason for adding this additional support is easily demonstrated. The revenues for the program began to decline with only limited resources supporting the Program. Resources are required to support a sustainable sponsorship program that will generate a long-term revenue stream. A lesson learned is that there is a direct link between the resources allocated to the Program and the sponsor revenues generated.

Further, it is recommended that $30,000 be allocated annually for the 5 year period of 2018-2022, for an external contractor to valuate new or changing corporate assets.

The estimated overall cost of the Program for the five year period of 2018-2022 and the projected revenues are identified in the table below:

Year	2018	2019	2020	2021	2022	Total
Annual Projected Revenue	$430,000	$615,000	$855,000	$1,060,000	$1,235,000	$4,195,000
Annual Operating (FTE) Cost	$123,987	$130,200	$134,996	$140,093	$145,280	$674,556
Contracted Services – Valuation of New or Changing Assets	$30,000	$30,000	$30,000	$30,000	$30,000	$150,000
Net Benefit	**$276,013**	**$454,800**	**$690,004**	**$889,907**	**$1,059,720**	**$3,370,444**

Notes/Assumptions:
1. Salaries according to current WAPSO salary schedule with 2% annual COLA increase.
2. Benefits at 16% of salaries.
   Non-salary costs are included of approximately 5,000 annually

The Customer Service & Communications Division will be responsible for the coordination and management of the following functions:

Centralized Office Customer Service & Communications Division	
Function	**Responsibility**
Integrated Marketing Strategies both Internal & External (promoting assets, benefits of the program, sponsor recognition)	While there has been some communication surrounding the Sponsor Winnipeg Program (media coverage, and website), for the City to effectively sell sponsorship opportunities, an Integrated Communications and Marketing Plan that includes the use of multiple tools including social media and a strategy to update the website will be critical elements for the future of the Program. With the recent attention to the program, it will be important to build a Communications and Marketing Plan that positions Sponsor Winnipeg in a positive light, thus creating unique opportunities for prospective sponsors. By creating a positive atmosphere around sponsor investment, the City will be better positioned to provide the vast information sponsors require to make business decisions regarding sponsorships. The communications tools employed for this purpose will be designed to be engaging to ensure sponsors are prospected in a professional manner and with success. To increase the programs brand appeal, it will be important to ensure that sponsorships are communicated in a public manner to the community; by not only the Sponsor Winnipeg Program but also by staff at all levels; City council members; the media; sponsors and community stakeholders. Further, the City should consider positioning the program as a "partnership program" that derives benefits for both the sponsor and the citizens of Winnipeg. Suggested messaging may include: • The City of Winnipeg Sponsor Winnipeg Partnership Program provides opportunities for Corporate Sponsors to participate in the program by making meaningful contributions to the community where their employees and customers live, work and play. • Sponsor Winnipeg is a sponsor focused program that strategically aligns the sponsor's business or personal goals with a City program or service. • Investing in the City makes good sense. Winnipeg is a vibrant City that will be further enhanced by your contribution. • Sponsors can choose from one of many opportunities available or propose an innovative idea that makes this City a better place to live, work and play.
Asset Inventory (see valuation under contracted services on page. 13)	In 2014, Sponsor Winnipeg prepared a rolling inventory of assets, that includes a listing or programs, services, and facilities for which a sponsorship could be developed. The current inventory list will need to be updated annually, and on an ongoing basis, to delete sponsorship opportunities that have been filled and to add others as required The process to be followed to update the inventory of assets will include: • Input from senior managers within each department • Review of previously identified inventory and

	programs for current viability • Assessment of new and future plans for various facilities and services
Website Development and Updates (enhanced website – engaging and responsive to audiences – use of photos and apps for mobile devices)	**Program Brand** • Positions the program as having unique opportunities that sets the City apart from other organizations • Creates awareness of the Sponsor Winnipeg Brand • Creates publicity for the City of Winnipeg Program • Creates credibility by building on the strength and uniqueness of a program. **Invitation Message to sponsors** • Statements that encourage participation in the sponsor Winnipeg Program such as “align your corporate strategy with a City of Winnipeg program”. **Enhanced Resource List** • Continue to build the Resource List to include not only City By-laws and Polices but also how-to resources. **Frequently Asked Questions** • In addition to providing contact information, *Frequently Asked Questions* can provide information about the program • Questions and answers are a great way to share knowledge and to provide an immediate answer. **Enhance the Sponsor Opportunities with Links to Feature Sheets** • Enhance the current listing of sponsorship opportunities by adding links to *Feature Sheets* that provide more information about the assets. • Feature sheets provide information on available opportunities (see Appendix VI Feature Sheet for 7-Oaks Pool.) **Integrating Social Media** • Integrating social media on the Sponsor Winnipeg site will help boost the program’s profile on the web and build a following for our program across numerous social platforms. **Call to Action that invites sponsors to request more information on how to become a sponsor. Suggested text includes:** • Call sponsor Winnipeg at 204-xxx-xxxx for more information. • Request more information by calling Sponsor Winnipeg at…….. **Testimonials** • Incorporate testimonials/written statements that support the positives of the program. • Use as a marketing strategy and to build trust with future sponsors. • Use social media tools to further distribute testimonials. **Mobile App** • Development of a mobile app for smart phones & tablets. • People often browse the web looking for information or to make a purchase.

	• A Sponsor Winnipeg App would bring the Sponsor Winnipeg Program more readily to prospective sponsors so the Sponsor Winnipeg website is readable on a mobile app. **Use of Photos/Video** • Use of photos & videos on the website to enhance the user experience and to generate engagement. • Photos and videos make the site more interesting for users. • Photos and videos enhance the stories for prospective sponsors. **Contact Information** • Ensure contact information is prominent on all pages.
Prospecting & Client Relations	The most important and time consuming function in the administration of a sponsorship. Prospecting entails a meeting or several meetings with a prospective sponsor to learn about their interests and needs. It's the basis for building the City/sponsor relationship that could lead to a sponsorship with the City.
Risk Assessment	Once the prospecting sessions are complete, a "Risk" Assessment is completed. The assessment involves the review and approvals of the prospective sponsorship by the City's Legal Services Department; the Materials Management Division; the Insurance Branch and other departments as required.
Memorandum of Understanding (MOU) (for sponsorships approved by the CAO) Framework Plans (for sponsorships requiring council approval)	A Memorandum of Understanding (MOU) is prepared for all sponsorships except naming rights. The MOU is a high level proposal that outlines the terms and the value of the sponsorship. The MOU is forwarded to the prospective sponsor for review and concurrence. The Framework Plan is prepared for naming rights sponsorships. The Framework Plan is a high level proposal that outlines the terms and value of the sponsorship. The Framework Plan is forwarded to the prospective sponsor for review and concurrence.
Administrative Reports for CAO Approval Administrative Reports for Council Approval	All sponsorships except naming rights sponsorships require approval by the Chief Administrative Officer (CAO) and are documented by an Administrative Report to the CAO. All naming rights sponsorships require Council approval and are documented by an Administrative Report to Council.
Preparing & Managing Legal Agreements (protects the City/Sponsor interests)	A legal agreement detailing the terms of the agreement is prepared for signature by the Sponsor. The Legal Agreement is then fully executed by the CAO on behalf of the City of Winnipeg.
Recognition Events and Ongoing Client Relations	The recognition event is an opportunity to recognize and thank the sponsor. Following the recognition event, ongoing contact with the sponsor is established throughout the term of the sponsor agreement.

Contracted Services	
Function	Responsibility
Consultant for Asset Valuations- engaging a consultant to prepare asset valuation for inventory Calculating the value of an asset considers many factors including uniqueness of opportunity, audience desirability, reputation, exclusivity, traffic counts, patron numbers, website hits, and promotions by email, signage, etc.	One of the biggest challenges will be how to determine the fair market value that a sponsor receives in return for their investment. It is recommended that the Customer Services & Corporate Communications Division enlist the help of an external consultant to conduct an analysis of identified assets to determine the potential value of these assets. The public service recommends that $30,000 annually for 5 years be allocated for this purpose. The program has benchmarks for the sponsorship of some inventory, but a complete analysis would be more indicative of the current environment. Valuation of assets inventory will be important to have in place when prospecting for sponsors.
As required enlist an Intermediary for Direct Selling of City Assets	To assist with sponsorship prospecting, the program may consider the use of an Intermediary to prospect for sponsorships on behalf of the City.

C. SPONSOR WINNIPEG POLICY AMENDMENT (Proposed)

C.1 Streamlining the Approval Process in the Council Adopted Policy of 2007

In accordance with the Council approved Winnipeg Sponsorship Policy, the Chief Administrative Officer (CAO) has the delegated authority to approve all non-naming rights sponsor agreements. All naming rights sponsorships require Council approval.

To further streamline and expedite the approval processes for the completion of naming rights sponsorships, the Public Service is proposing that the CAO be delegated the authority to approve naming rights sponsorships up to $200,000. There is a total of seven naming rights sponsorships that could have been approved by the CAO had this delegation of authority been in place. Recent examples include the Raiders Hockey Club Inc. and the Casera Credit Union. Naming rights sponsorships over $200,000 would require Council approval.

Enhancing the CAO's delegated authority to approve naming right sponsorships up to the amount of $200,000 would mean that approvals for sponsorships occur in a timelier manner.

The CAO will have the discretion to forward a naming rights sponsorships for Council approval should the CAO decide that Council approval is desirable.

This proposed amendment will require an administrative report to Council.

D. Resources for Prospective Sponsors

The following resources have been developed for Prospective Sponsors and are posted on the Sponsor Winnipeg website at http://www.winnipeg.ca/sponsorwinnipeg/.

D.1 City of Winnipeg Sponsorship Policy Adopted by Council in 2007

The Winnipeg Sponsorship Policy was adopted by Council in 2007. This Policy represented a new direction to generate additional revenues to support the delivery of public services.

D.2 Sponsorship Guidance Document

The Sponsorship Guidance Document has been prepared as a resource to provide an understanding of the Sponsor Winnipeg Program. This "Guidance Document" provides information for prospective sponsors including definitions, timelines for negotiating sponsorships, approval processes, GST and naming rights sponsorships and sponsor recognition.

This "Guidance Document" is revised on a regular basis to ensure that the information contained in the document is current. The Sponsorship Guidance Document is posted on the Sponsor Winnipeg website and has been distributed to the Library Foundation, the Transcona East End Community Centre, Friends of Kildonan Park and the St. James Minor Baseball Association.

This "Guidance Document" was also presented at the April 9, 2016, Greater Council of Winnipeg Community Centre's Annual General Meeting.

D.3 A Reference Sheet for Prospective Sponsors

The Reference Sheet for Prospective Sponsors is a one page at-a-glance sheet that provides prospective Sponsors with information they will need to know about the Sponsor Winnipeg program.

D.4 City of Winnipeg Sponsor/Donor Recognition Sign Requirements

The Sponsor/Donor Recognition Sign Requirements are addressed in the Sponsorship Guidance Document and are also included in the following City of Winnipeg grant applications for easy reference:

- The Accessibility Program Grant Application
- The Community Centre Renovation Fund Grant Application
- The Community Incentive Grant Program (CIGP) Application
- The Land Dedication Grant Application
- The Per Capita Grant Program Application.

Further to the grant applications, the Sponsor/Donor Recognition Sign Requirements are posted to the City of Winnipeg Adopt-A-Park website at the following link:
http://winnipeg.ca/publicworks/parksOpenSpace/ParkAreas/AdoptAPark.stm.

D.5 The City of Winnipeg Standards and By-laws

The following City of Winnipeg Standards and By-laws are included on the Sponsor Winnipeg website as additional information for sponsors. Some fees may apply. These City Standards and By-laws relate to signage and include:

- The Accessibility Design Standards
- The Downtown Urban Design Review
- The French Language Services By-law
- The Parks By-law
- The Visual Identity Guidelines
- The Zoning By-law.