Appendix IV
Summary of Results
Councillor Survey
City of Winnipeg Sponsorship Policy Review

Note: 50% of Councillors responded to the survey and their responses are summarized below.

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1. Do you receive inquiries about sponsorship opportunities with the City of Winnipeg? If yes, please explain.

Summary of Responses

- Yes 3
- No 5

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2. What do you tell community centres/groups when they ask about sponsorship? Do you:
   - Let community centres/groups know that there is a Council approved policy?
   - Provide contact information?
   - Direct community centres/groups to the Sponsor Winnipeg website?
   - Advise community centres/groups that Naming Right sponsorships require Council approval?
   - Advise community centres/groups about compliance with City By-laws and processes?
   - Other?

Summary of Responses

- No one has asked 3
- I direct them to Sponsor Winnipeg 1
- I direct them to the CAO 1
- Direct them to do it on their own and not tell the City 1
- Too much red tape
- Assist CC's and groups to find deals 2

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3. What changes, if any would you like the Public Services to make to the Program?

Summary of Responses

- Vigorously market and promote the program 3
- Fund the Program 3
- Step by Step Checklist for Sponsors 1
- Get out of the Business 1

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4. How would you propose the City of Winnipeg fund/resource the costs associated with supporting a Sponsorship Program?

Summary of Responses

- Resource through sponsor revenues 3
- Resources from taxes 3
- Commission Sales People 1
- No need to fund; you are getting out of the business 1

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5. Currently, the sponsor, directs where the sponsor funds are to be applied. Given that there is an interest to use sponsor funds to provide equity in sponsorship for community centres that may not have the expertise to prospect for sponsors, how do you propose we do this?

Summary of Responses

- Bundling of Assets/Package Deals 3
- Sponsors choose where their funds are allocated 2
- Dedicate a % of sponsor revenues to ensure equity 1
- City's Job to ensure equity 1
- Not Responsive 1

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6. Do you find the Sponsor Winnipeg website helpful? If yes, please explain. If no, please explain.

Summary of Responses

- Yes 1
- No 1
- Haven't visited the site 4
- Needs Improvement 2

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7. What kind of additional information/resources would be helpful to you when answering inquires about sponsorships?

Summary of Responses

- Need to know who to call 1
- Testimonials of sponsors and users 1
- Resources for Councillor(seminars, pamphlets) 3
- Get out of the business 1
- N/A 2

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8. Are you getting the support you need from Sponsor Winnipeg staff? If yes, please explain, if no, please explain.

Summary of Responses

- Wasn't aware we had staff until the survey
- Contact has been positive; Very little communication because you need resources
- I haven't worked with Sponsor Winnipeg Staff
- I haven't had enough public interest to have the need to contact staff
- Not applicable, I haven't needed it
- There is always room for improvement
- No. Get out of the business
- N/A

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9. Additional Comments.

- Sponsorship can be a very useful tool but we have to be careful not to over commercialize public space and also not have undesirable sponsors prominently displayed (ie. Things that encourage unhealthy behaviors for example)
- Define the Role of Councillor- i.e. are we a door opener? We have access to decision makers in the city; see everyone as a funding opportunity
- Sponsorships need to be in the best interest of City and Tax payers
- The opportunity to involve councilors when there are sponsor announcements.
- Extend an invitation to all Councillors; shows support for the program when councilors are in attendance.
- The program is under resourced for the kind of sponsorships we need, we need resources.
- Sponsor Winnipeg staff need to be networking; getting out to the community where money is
- We should be able to generate significant revenue from a program like this.
- The Sponsor Winnipeg should be very actively marketing (selling) sponsorship opportunities.
- Staff the Sponsor Winnipeg Program as a pilot program for a year or two and then review.
- We should move forward with it following the pilot program
- Look at what guidelines are used by cities who are good at this, then produce a simple manual with guidelines, NOT RULES. A manual that would help not create rules.
- A guide to assist with fundraising and sponsorship.