



Arena Advertising Policy

Policy C003-13

PART 1 - GENERAL

Division 1 - Context

Policy statement

- 1 (1) The City recognizes the opportunities and benefits for qualifying organizations to provide advertising opportunities in City owned arenas.
- (2) The City encourages qualifying organizations to provide opportunities for local business to promote and market themselves in such a way that reflects the City's vision, mission and values.

Purposes of this policy

- 2 The purposes of this policy are to
 - (a) establish a process for allocating advertising space in arenas,
 - (b) establish criteria for advertising in arenas, and
 - (b) ensure and maintain the integrity of City facilities and services.

Application

- 3 (1) This policy applies to the following:
 - (a) qualifying organizations;
 - (b) advertisers;
 - (c) City staff;
 - (d) contractors and consultants providing services to the City related to the implementation of this bylaw.
- (2) This policy does not apply to the following:
 - (a) corporate sponsorships under the *Corporate Sponsorship Policy*;
 - (b) special event sponsorship.

Delegation of authority by Manager

- 4 The Manager delegates the authority conferred on the Manager under this policy to a person acting under the authority of the Manager.

Division 2 - Interpretation

Interpretation

- 5 The *Interpretation Bylaw* applies to this policy.

Definitions

6 In this policy:

- “**advertisement**” or “**advertising**” means the advertisement or advertising an advertiser receives in return for a financial or in-kind contribution to a qualifying organization that has entered into an advertisement agreement with the City;
- “**advertising agreement**” means an agreement between the City and a qualifying organization under this policy;
- “**advertising space**” means the allocation of advertising a qualifying organization receives under an advertising agreement;
- “**advertiser**” means an external company, organization, enterprise, association or individual that purchases advertising space in an arena;
- “**arena**” means an arena venue owned and operated by the City;
- “**domestic enactment**” has the same meaning as in the *Interpretation Bylaw*;
- “**Manager**” means the City Manager; General Manager of Parks, Recreation, and Culture, or designate;
- “**permit**” means a permit issued by or on behalf of the City under an enactment;
- “**qualifying organization**” means an organization that meets the requirements of section 7 [*qualifying organization*] of this bylaw;
- “**special event sponsorship**” means an agreement between the City and an organization hosting an event on City property and a third party that contribute to the event, either financially or in-kind, where the third party receives recognition or promotion on organization-owned property such as event signage;
- “**staff**” has the same meaning as in the *Council Code of Conduct Bylaw*.

PART 2 - PRINCIPLES

Division 1 – Qualifying Organizations

Qualifying organization

- 7 An organization that wants advertising space in an arena must:
 - (a) meet the eligibility requirements in accordance with section 8 [*qualifying organization eligibility*], and
 - (b) enter into an agreement with the City in accordance with Division 2 [*Advertising Agreements*]

Qualifying organization eligibility

- 8 To qualify for advertising space in an arena, an organization must
 - (a) be a registered non-profit society in the Province Of BC
 - (b) the organization’s bylaws must specifically identify service to the residents of Abbotsford as the primary, direct beneficiaries.
 - (c) be in good financial standing with the City,
 - (d) focus primarily on serving children and youth through sport,
 - (e) have registration open to all children and youth residing in Abbotsford
 - (f) be a member in good standing with their provincially designated Provincial Sport Organization (PSO) or recognized by the PSO as the primary Local Sport Organization, and

- (g) use an arena,
- (h) meet the minimum Abbotsford resident percentage criteria in the Allocation Policy Framework
- (i) for rinks in an arena, rent a minimum of 2% of the total allocated arena hours per year (averaged over 5 years) from the City
- (j) For dry floor arenas, at least one qualifying organization with the highest usage based on allocation will be eligible regardless of % of total arena hours.

Division 2 – Advertising Agreements

Advertising space allocated in advertising agreement

- 9** (1) Under an advertising agreement, the Manager may allocate the advertising space made available to each qualifying organization.
- (2) The allocation referred to in subsection (1) will be proportional to the qualifying organization's share of the total of the qualifying groups allocated arena hours over the previous five (5) years.

Term of advertising agreement

- 10** (1) Subject to subsection (2), advertising agreements must not exceed a term of 5 years.

Existing contracts

- 11** (1) Advertising agreements must not interfere with the City's existing contractual obligations.
- (2) The City can enter in to contractual agreements regarding advertising and arenas, and those agreements can supersede this policy at Council's discretion.

Sales of advertising space

- 12** (1) Qualifying organizations are responsible for all sales of their advertising space, including meeting all applicable guidelines and deadlines.
- (2) Qualifying organizations may determine sales prices for their advertising space.
- (3) A qualifying organization must pay to the City the greater of
 - (a) a minimum of 20% of gross revenue for each advertising location sold, or
 - (b) \$100 per sale of each advertising location sold.

Division 3 – Advertising

Advertisement approval

- 13** (1) The qualifying organization must obtain the Manager's approval of the advertisement prior to its production.
- (2) The Manager may
 - (a) propose changes to an advertisement in accordance with this policy, and
 - (b) prohibit an advertisement if it reasonably believes the advertisement does not comply with policy.

Advertiser eligibility

- 14** Qualifying organizations must not solicit or sell advertisements to an advertiser whose
- (a) reputation could negatively affect the City's public image, or
 - (b) business is materially derived from
 - (i) products or activities that, in the manager of recreation's opinion, are hazardous to human health or the environment,
 - (ii) products that are addictive and controlled substances,
 - (iii) pornography, or
 - (iv) the support of or involvement in the production, distribution or sale of weapons.

Conditions for approving advertisements

- 15** The Manager must not approve advertisements that
- (a) promote tobacco, cannabis, alcohol or other addictive substances,
 - (b) present demeaning or derogatory portrayals of individuals or groups,
 - (c) contain anything that is likely to cause deep or widespread offence in light of generally prevailing community standards,
 - (d) materially detracts from the physical attributes of a venue,
 - (e) promote products that conflict with the mandate or objectives of the City, or
 - (f) fail to comply with any provision of this bylaw.

Advertising attributes

- 16** (1) Advertisements must
- (a) be consistent with the City's vision, mission and values,
 - (b) meet size, materials, and location specifications determined by the City,
 - (c) not use any registered trademarks or official marks of the City without prior written approval of the manager of recreation,
 - (d) comply with all domestic enactments and the *Canadian Code of Advertising Standards*,
 - (e) not imply that the City endorses the advertiser or its products or services,
 - (f) not fetter or be reasonably perceived to fetter the City's discretion as a statutory or regulatory decision-maker,
 - (g) not influence or be reasonably perceived to influence the day-to-day business of the City, and
 - (h) not cause a City employee to receive any material benefit, product, service or asset for personal gain or use for less than fair market value.

Advertisement term

- 17** Qualifying organizations must not make any commitments to or enter into agreements with advertisers for any period longer than the term of their advertising agreement.

Event-related advertisements

- 18** Advertisements that convey information about a meeting, gathering or event must contain the name of the sponsoring group, the name of the persons participating in the event, and the location, date and time of the event.

Protection of privacy

- 19** Personal information within the City's custody or control must not be provided to advertisers except in accordance with the *Freedom of Information and Protection of Privacy Act*.

Public service objectives paramount

- 20** The Manager will base decisions made under this policy on public service objectives.

Advertisement removal

- 21** (1) The Manager may remove an advertisement that becomes damaged or is considered a safety risk.
- (2) Where the Manager removes an advertisement under subsection (2), the Manager may
- (a) notify the applicable qualifying organization of the advertisement's removal, and
 - (b) the qualifying organization must then work with the advertiser to effect repairs and replace the advertisement.
- (2) The applicable qualifying organization must pay all costs incurred in removing, repairing and replacing an advertisement under this section.
- (3) The Manager may temporarily cover up, block or otherwise make the advertisement partially or fully not visible during facility events in accordance with
- (a) corporate sponsorships under the *Corporate Sponsorship Policy*,
 - (b) special event sponsorship, or
 - (c) third parties who lease City property or hold a permit for activities or events.

PART 3 - ADMINISTRATION

Duties of the Manager

- 22** The Manager is responsible for
- (a) evaluating qualifying organizations,
 - (b) ensuring compliance with this policy and agreements,
 - (c) coordinating and executing advertising agreements,
 - (d) approving advertisements, and
 - (d) consulting with appropriate department heads and other City staff to ensure that arena advertising aligns with the City's objectives.

Related procedures, guidelines and publications

- 23** The following documents relate to this policy:
- (a) Allocation Policy Framework;
 - (b) *Canadian Code of Advertising Standards*.

ADOPTED this May 27, 2025