



Parks Advertising Policy

Policy C004-13

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 parks.
- 2 (2) The City encourages qualifying organizations to provide opportunities for local businesses to promote and market themselves in such a way that reflects the City's vision, mission, and values.

Purposes of this policy

- 3 The purposes of this policy are to:
 - (a) establish a process for allocating advertising space in parks and outdoor sports facilities;
 - (b) establish criteria for advertising in parks and outdoor sports facilities; and
 - (c) ensure and maintain the integrity of City facilities and services.

Application

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

Delegation of authority by Manager

- 5 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

- 6 The *Interpretation Bylaw* applies to this policy

Definitions

7 In this policy:

“advertisement” or **“advertising”** means any temporary signage displayed within park spaces that is provided in consideration of a financial or in-kind contribution made by an advertiser to a qualifying organization pursuant to an advertising agreement entered into with the City. Advertisements are temporary signage within parks or outdoor sports facilities (no more than 6 months).

“advertiser” means an external company, organization, enterprise, association, or individual that purchases advertising space in parks or outdoor sports facilities;

“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;

“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;

“park” means "Park" as defined in the *Parks Bylaw, 2016*;

“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 policy;

“special event sponsorship” means an agreement between the City and an organization hosting an event on City property and a third party that contributes 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

8 An organization that wants advertising space within a park or outdoor sports facility must:

- (a) meet the eligibility requirements in accordance with section 9 [*qualifying organization eligibility*]; and,
- (b) enter into an agreement with the City in accordance with Division 2 [*Advertising Agreements*].

Qualifying organization eligibility

9 To qualify for advertising space in a park or outdoor sports facility, an organization must:

- (a) be a registered non-profit society in the Province of BC and in good standing;
- (b) the organization's bylaw 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 residents of Abbotsford through sport;
- (e) registration must be open to all residents of 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) meet the minimum Abbotsford resident percentage criteria in the Allocation Policy Framework.

Division 2 – Advertising Agreements

Advertising space allocated in advertising agreement

- 10** The allocation of advertising space in advertising agreements will be as follows:
 - (a) Under an advertising agreement, the Manager may allocate the advertising space made available.
 - (b) The allocation referred to in subsection (1) will be proportional to the qualifying organization's share of the total of the qualifying groups allocated park space hours over the sports season.
 - (c) User groups are restricted to one banner per booking site.

Term of advertising agreement

- 11** (a) Advertising agreements shall not extend beyond the lesser of the applicable sports season for that year or a duration of six months.

Existing contracts

- 12** If existing advertising contracts are in place, any new agreement must:
 - (a) Advertising agreement must not interfere with the City's existing contractual obligations.
 - (b) The City can enter into contractual agreements regarding advertising in parks or outdoor sports facilities, and those agreements can supersede this policy at Council's discretion.

Sales of advertising space

- 13** Responsibilities for all advertising sales include the following:
 - (a) Qualifying organization are responsible for all sales of their advertising space, including meeting all applicable guidelines and deadlines.
 - (b) Qualifying organizations may determine sales prices of their advertising space.
 - (c) The City of Abbotsford will not take any portion of the proceeds from the advertisement.

Division 3 – Advertising

Advertisement approval

- 14** (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 the policy.

Advertiser eligibility

- 15** 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'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

- 16** 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

- 17** 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,
 - (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

- 18** 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

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

Protection of privacy

- 20** 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

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

Advertisement removal

- (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 (1), 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.
- (3) The applicable qualifying organization must pay all costs incurred in removing, repairing, and replacing an advertisement under this section.
- (4) 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
 - (e) consulting with appropriate department heads and other City staff to ensure that the 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*;
 - (c) Corporate Sponsorship Policy (C015-05) and
 - (d) Sign Bylaw, 2023.

ADOPTED this November 4, 2025
