

# **Beaumont and District Agricultural Society Advertising and Sponsorship Policy**

## **Policy Statement**

The Beaumont and District Agricultural Society (hereafter, the Ag Society) recognizes that there are many opportunities and potential benefits to be gained by the Ag Society from commercial advertising and sponsorship initiatives. Likewise, access to the Ag Society's community is a valuable commodity to advertisers in both the public and private sectors. In keeping with the criteria outlined within this policy, the Ag Society supports, in principle, advertising and sponsorship initiatives that support Ag Society programs.

## **Definitions**

For purposes of this policy the following definitions shall apply:

### **Paid Advertising**

Refers to the sale of advertising space on Ag Society property or materials, or at events in conjunction with an Ag Society program at rates determined by the Ag Society. In some cases the sale will be coordinated by a third-party agency e.g. advertising agency. In this instance, the Ag Society retains the right for approval of all related materials but does not incur related costs. The purchase of advertising space does not imply that the advertiser is entitled to any additional benefits from the Ag Society other than those accruing from access to the space purchased.

### **Sponsorship**

A mutually beneficial business arrangement between the Ag Society and others whereby there is a contribution of funds, goods or services-in-kind to an Ag Society program, facility, event or activity in return for acknowledgement, recognition or other promotional consideration related to the program, facility, event or activity.

### **Ag Society Property**

All property owned and/or leased by the Ag Society.

### **Ag Society Publication**

Any publication, including all media, produced by or for the Ag Society.

### **Ag Society Event or Program**

Any activity organized by the Ag Society representatives and supported by the Ag Society Board of Directors or other designated representatives of the Ag Society.

## **Advertising and Sponsorship Policy**

The Ag Society permits, in principle, commercial advertising and sponsorships on Ag Society property, at Ag Society events, and in Ag Society publications under the conditions outlined in this policy.

## **Purpose**

The purposes of the advertising and sponsorship policy are as follows:

1. to confirm the Ag Society's interest in pursuing related initiatives;
2. to define the types of advertising and sponsorship opportunities that the Ag Society will accept to ensure that standards are consistent, and that the Ag Society's reputation and public image are positively maintained;

3. to serve as a guideline for determining any or all appropriate advertising or sponsorships to take place by or for the Ag Society;
4. to ensure consistency in decisions to accept or decline related requests;
5. to encourage partnerships with external agencies that will permit mutual benefits by an association; and
6. to ensure that complete and appropriate records are maintained.

This policy applies to all paid advertising and sponsorship recognition given on Ag Society property, at Ag Society events and in Ag Society publications. The advertisement of a product or service does not act as the Ag Society's endorsement of any product or service.

The Ag Society does not offer a preferred supplier policy for advertising or sponsorships.

The Board and its committees are responsible for reviewing and approving all advertising and sponsorship initiatives for the Ag Society as a whole. Site specific approvals are addressed below.

This policy does not address the issue of advertising on the Ag Society's website. It is suggested that resources do not currently exist to implement and manage this additional element of the website. As well, advertising on the website should be considered as part of an overall strategic plan for the website, which will be pursued at a future date.

### **General Requirements**

The following subject matters will not be permitted in Ag Society advertising or sponsorship initiatives:

- religious or political messages;
- promotion of a political party or election candidate beyond that of elected Ag Society offices;
- promotion of tobacco use;
- promotion of alcohol;
- promotion of any form of substance abuse;
- demeaning or derogatory portrayals of individuals or groups;
- messages relating to or implying sensitive issues e.g. depiction of sexually suggestive material; and,
- any messages deemed inappropriate by the Board of Directors of the Ag Society.

All advertising and sponsorship initiatives must meet the standards of the Canadian Advertising Standards Council. In addition, all federal, provincial, and municipal restrictions on advertising will be observed by the Ag Society.

Advertising or sponsorship on Ag Society property must have no adverse affect on public safety and must minimize Ag Society liability.

Advertising or sponsorships in conflict with any Ag Society policy or procedure will not be accepted for display on any Ag Society property.

Revenues generated from the sale of advertising are identified in the Ag Society's financial statement. Proceeds from advertising sales are designated to activities and projects that benefit the Ag Society as a whole, unless otherwise identified.

### **Requirements of the Advertiser/Sponsor**

Advertisers and sponsors will be required to co-ordinate the following with the Promotions and Membership Committee or designate in order to:

- enter into appropriate legal agreements with the Ag Society;
- seek approval of the Ag Society name and/or logo for use in advertising or sponsorship materials;
- provide print or electronic proofs of all advertising materials at least two weeks prior to production;
- ensure that all advertising proposals intended for use on Ag Society property or in Ag Society publications receive written approval;
- adhere to all relevant Ag Society policies and procedures, as well as municipal by-laws and policies;
- assume responsibility for all related costs of program materials and services (e.g. advertisement design, production, installation, removal, etc.); and
- restore Ag Society property utilized by advertisers or sponsors to its original state if disturbed in any way as a result of the advertising/sponsorship activity.

### **Requirements of Ag Society Representatives**

The Promotions and Membership Committee or designate will co-ordinate communications with other Ag Society representatives as necessary and be required to:

- approve use of the Ag Society name and/or logo for use in advertising or sponsorship materials as appropriate;
- sign off on all advertising proposals approved for use on Ag Society property or in Ag Society publications as appropriate in a timely fashion;
- ensure that advertising/sponsorship proposals meet the standards and criteria outlined in this policy;
- ensure that advertising/sponsorship proposals comply with other policies and procedures of the Ag Society as well as by-laws and policies of the municipality;
- ensure appropriate approvals are obtained as required;
- ensure proof of appropriate insurance and indemnification of the Ag Society has been received;
- ensure required permits are obtained; and
- share exclusivity clauses in negotiated contracts with the Board of Directors.

### **Site Specific Requirements**

#### **Landscapes and Open Spaces**

Advertising/sponsorship may be considered as part of the Ag Society landscapes and open spaces on such elements as recycling and garbage containers, benches, fountains, gardens, portable signage units, etc. In this situation, the advertising/sponsorship proposal must:

- ensure that the advertising/device contributes to the quality and integrity of the landscape and is in keeping with the character of existing landscape guidelines and design objectives as defined by the Chair, Fairgrounds Development Committee, or designate;
- blend into the area's aesthetics and not dominate the space;
- ensure that advertisements or related devices do not obstruct sight lines of any users; and
- ensure that advertisements or related devices do not obstruct Ag Society property and signage.

#### **Ag Society-owned Vehicles and Equipment**

Paid advertising will be considered on Ag Society-owned vehicles and machinery as approved by the Board of Directors of the Ag Society Board or designate.

#### **Publications**

Specific advertising proposals are approved by the Board of Directors of the Ag Society or designate. All advertising and related guidelines and standards will be in accordance with this policy.