

Corporate Policy and Procedure



Policy No. 03 09 01
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Effective Date 2010 08 04
Supersedes 1998 02 25

TAB: CORPORATE ADMINISTRATION
SECTION: ADVERTISING
SUBJECT: PLACING ADVERTISEMENT WITH THE CITY

POLICY STATEMENT The City of Mississauga permits advertising on City property, at City programs, and in City media only under the conditions outlined in this policy.

PURPOSE The purpose of this policy is to ensure that all third party advertising and sponsorship opportunities are consistent with the City's corporate values, image and strategic goals. Advertising and sponsorship opportunities shall be undertaken with a view to ensuring that advertising on City property, at City programs, and in City media is appropriate and meets specific criteria.

This policy also outlines and identifies the roles and responsibilities of staff in administering all advertising in the City, including the signing authority for advertising agreements on behalf of the City, and the process for reviewing advertising decisions.

SCOPE This policy only applies to advertising from external advertisers:

- on City property;
- at City programs; and
- in City media.

For information on the process and criteria for recognizing sponsorship contribution through naming or renaming of a facility, refer to Corporate Policy and Procedure - Property and Facilities - Facility Planning - Property and Facility Naming and Dedications.

For information on advertising on road allowances, refer to

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Corporate Policy and Procedure - Property and Facilities - Use of Public Property - Portable Signs on Road Allowances.

DEFINITIONS

For the purposes of this policy:

“Advertising” means any paid or in-kind communications that are utilized to influence, educate or inform the public. This includes all forms of advertising and sponsorship.

“City program” means any activity which is operated by the City, and includes any City events.

“City media” means any outlet used by the City to carry and deliver advertisements, and includes but is not limited to, direct mail; print (e.g. newspaper, brochure, flyer, magazine); digital media (e.g. web, e-mail, social media, mobile media); television; radio; billboard or message board.

“City property” means all City-owned and controlled properties and facilities, including but not limited to, indoor and outdoor recreation fields; parkland; gardens; open space and boulevards; buildings and rooms; furniture; equipment and fixtures; vehicles; buses; fleet vehicles; and bus shelters.

“Panel” means the Advertising Review Panel as established by Council that is charged with the responsibility to review advertisements as requested.

“Sponsorship” means a mutually beneficial arrangement between the City and an external company, organization or person(s) where the external company, organization or person(s) contributes funds, goods or services to the City in return for recognition, acknowledgement or other promotional consideration.

POSITION STATEMENT

The placement of any advertising on City property, at City programs, and/or in City media does not represent or imply any

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partnership with the City; the City's endorsement of any product, service, person(s), company, organization, beliefs, views, or any contents contained in the advertisement; and does not constitute information or communication by or on behalf of the City.

CRITERIA

Advertising at the City must meet all of the following criteria:

1. the advertising does not conflict with the City's core values, vision or strategic goals or does not adversely impact on the City's identity
2. the advertising adheres to the Canadian Code of Advertising Standards
3. the advertising is not in conflict with any applicable laws, City by-laws or policies
4. the advertising does not breach or conflict with any existing City advertising agreements and/or contracts
5. there are no adverse effects on public safety
6. the advertising does not incite violence and hatred
7. the advertising does not present demeaning or derogatory portrayals of individuals or groups
8. the advertising is not of questionable taste in style, content or presentation method
9. the advertising does not minimize and/or detract from the image of the City and/or its employees
10. in light of generally prevailing community standards, the advertising is not likely to cause deep or widespread offence
11. alcohol advertising will not be permitted at events geared to children or youth.

The proposed location of the advertising may have an impact when determining whether or not the criteria have been met.

ADMINISTRATION

The decision as to where advertising will be permitted (i.e. on which City property, at which City programs and in which City media) is the responsibility of the applicable departmental business section that manages the particular City property, City program and/or City media in question. The applicable

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departmental business section is also responsible for administering such requests or offers of advertising in accordance with this policy.

Advertising agreements, which must be in a form satisfactory to Legal Services, are managed by the business section that enters into the agreement. The following persons are authorized to execute advertising agreements on behalf of the City:

Total Value of Contract	Signing Authority
Less than \$5,000	Staff delegated by the Departmental Director and with authority to manage cost centres, or their designate in writing
\$5,000 up to \$50,000	Managers delegated by the Departmental Director and with authority to manage cost centres, or their designate in writing
\$50,000 up to \$100,000	the Departmental Director or their designate in writing
\$100,000 and over	applicable Commissioner or their designate in writing

Council must approve any advertising agreements that grant naming rights to a City program.

In order for the City to ensure that all advertising complies with this policy, requests for placement of non-English language advertising must be accompanied by an English translation of the ad content.

ADVERTISING REVIEW

Requests for reviews related to advertising at the City will be directed to the Panel. The Panel will review advertising when:

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- City staff have declined an advertising submission and the advertiser requests a review of the decision;
- questionable advertising submissions, which will include a staff recommendation on approval or disapproval of the advertising, are referred to the Panel by City staff;
- a minimum of five Mississauga residents disagree with the City's decision to approve advertising and request a review by the Panel; or
- the Mayor or a member of Council requests a review by the Panel of advertising that has been approved by City staff.

At the conclusion of the review process the Panel will:

- approve the advertising as submitted; or
- not approve the advertising.

The decisions of the Panel will be final and binding. If the Panel does not reach a decision on an ad that is submitted for review within the timeframe prescribed in the Panel's Terms of Reference, the decision or recommendation of City staff, as applicable, will continue to apply.

REFERENCE:

GC 148-98 – 1998 02 25
GC 0184-2010 – 2010 08 04

LAST REVIEW DATE:

August, 2010

CONTACT:

For additional information on Advertising contact the following City departments: Community Services – Manager, Sponsorship and Corporate Development, Recreation and Parks
Corporate Services – Manager, Corporate Marketing, Communications Division
Transportation and Works – Manager, Marketing, Business Services Division