



# Staff Report

## Strategic Initiatives

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**Report To:** COW- Admin, Corp and Finance, SI, Comm. Services  
**Meeting Date:** May 26, 2025  
**Report Number:** SI.25.017  
**Title:** Value and Sponsorship Considerations of the Town Logo  
**Prepared by:** Tim Hendry, Director of Strategic Initiatives

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### A. Recommendations

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THAT Council receive Staff Report SI.25.017, entitled “Value and Sponsorship Considerations of the Town Logo”;

AND THAT Council directs staff to develop a Town Sponsorship Policy and present the draft policy to Council for feedback;

AND THAT Council direct staff to provide a report with additional details related to the feasibility of developing a Corporate Naming Rights Strategy and related policy.

### B. Overview

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This report provides Council with an overview of the opportunity to develop a draft Town Sponsorship Policy and highlights the opportunity for Council to consider naming rights agreements for Town facilities and properties.

### C. Background

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This report was prepared in response to the following Notice of Motion put forward by Councillor Maxwell at the February 18, 2025, meeting:

*WHEREAS the Town of The Blue Mountains recognizes that its official logo and other branding materials are key assets that carry significant promotional and financial value when used by external organizations; and*

*WHEREAS the third party use of the Town Logo—appearing on letters of support, website content, print materials, and social media—enhances our public image and lends credibility to communications, thereby creating potential opportunities to generate revenue or secure in-kind sponsorships;*

*and BE IT RESOLVED THAT the Council of the Town of the Blue Mountains directs staff to prepare and present to Council a report that assesses the overall financial and*

*promotional value of the Town's branding assets when used externally, and to explore how these branding assets can be further leveraged through structured sponsorship and naming rights agreements on municipal lands and buildings to support the funding of community projects and municipal services.*

## **D. Analysis**

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Following the Notice of Motion, staff began to explore and assess the promotional and financial value of the use of the Town of The Blue Mountains logo by external organizations.

To serve as a starting point and to build on the foundation established through the [Town's Brand Guidelines](#), the following objective and scope of the project were defined:

- **Objective:** Assess the financial and promotional value of the Town's branding assets (e.g., official logo, slogans, and other materials) when used by external organizations, and evaluate how these assets can be leveraged through sponsorship and naming rights agreements to fund community projects and municipal services.
- **Scope:** Focus on external use of branding assets (e.g., by business associations, non-profits, community groups or event organizers) and municipal lands/buildings (e.g., parks, community centers, public facilities) as potential assets for sponsorship or naming rights.

### **Brand Summary**

The Town's primary logo was designed to reflect the unique landscape of The Blue Mountains, including the iconic rigid landscape of the Niagara Escarpment and the sparkling shores of Georgian Bay. The Town's logo is highly instrumental in how the Town is recognized and perceived by internal and external audiences.

The Town's logo holds intrinsic value related to the community's strong brand identity and name recognition. Although it's difficult to quantify the direct value, it's clear that the use of the Town logo is associated with a general endorsement and/or sponsorship from a trusted municipal government organization, which provides a signal of professional credibility, quality and financial stability. In addition, the Town logo represents an established upscale tourism destination and agricultural community brand – as Ontario's four-season tourism destination and as a leading apple-growing region of Ontario. Together, these attributes, if used by external organizations, may lend credibility to the organization, event or initiative being promoted.

### **Brand Value**

Brand value is categorized into two general groups - promotional value and financial value.

In a general sense applicable to the Town, promotional value relates to the value associated with using the Town logo, name and/or brand identity by external organizations. This can take many forms, such as using the Town logo on an event poster or website, requesting letters or

support, and using the Town name within a radio advertisement. In these examples, the use of the Town brand provides value to the external organization through the Town's intrinsic brand value, as detailed above. Although it's difficult to calculate a direct monetary amount related to the Town's brand/endorsement, it's clear that there is an associated value. Based on this, it's only fair that the Town receives suitable recognition and acknowledgement. This will look different for each organization and situation, but generally, it may include acknowledgment on the organization's website, social media accounts, printed materials, signage and public remarks at events.

Importantly, the use of the Town's brand and any consideration of endorsement requires formal approval by the Town. Approval may be granted by either staff or Council and will be determined based on each project. This practice is already in effect and is managed by the Communications Division. To formalize the process, staff recommend Council consider directing staff to develop a draft Town Sponsorship Policy. At a high level, the policy will be built on the framework of the following principles:

- Ensuring the use of the Town logo/name is formally requested before it is used by external organizations
- Ensuring the Town receives appropriate recognition and acknowledgement for the use of the Town logo, name or endorsement
- Ensuring the Town receives appropriate recognition and acknowledgement for providing in-kind services/support such as road closures, use of Town facilities/amenities, event supplies, marketing, etc
- Sets parameters and tiers related to the type event/initiative and external organization (for example – service clubs, non-profits, community groups, private companies, etc.)

The draft policy will be presented to Council for feedback at a future meeting. Based on the discussion, changes will be made as required.

### **Naming Rights**

Within the municipal context, financial value is primarily related to the use of naming rights agreements for Town facilities and properties. Brand licensing is another form of financial value but it is less common for municipalities.

Naming right examples from across Canada include:

- **Rogers Place – Edmonton, AB:** Owned by the City of Edmonton with naming rights licensed to Rogers Communications.
- **Meridian Community Centre – Pelham, ON:** Owned by the Town of Pelham with naming rights licensed to Meridian Credit Union (\$1M).
- **Lions Outdoor Pool - Port Coquitlam, BC:** The local Lions Club entered into a naming agreement for a community pool.

- **Enercare Centre - Toronto, ON:** Owned by the City of Toronto with naming rights licensed to Enercare Inc.
- **The WFCU Centre - Windsor, ON:** Owned by the City of Windsor with naming rights licensed to the Windsor Family Credit Union.
- **GFL Memorial Gardens - Sault Ste. Marie, ON:** Owned by the City of Sault Ste. Marie with naming rights licensed to Green for Life Environmental.

Based on the opportunity, Council could consider a Naming Rights Strategy and related policies for key Town-owned facilities such as the municipal golf course, Thornbury Harbour, Beaver Valley Community Centre, beachfront areas, etc.

If Council wishes to explore this opportunity further, staff recommend that Council consider directing staff to conduct further research and to report back with the findings and next step recommendations.

## **E. Strategic Priorities**

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### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

## **F. Environmental Impacts**

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No environmental impacts are anticipated as a result of this report.

## **G. Financial Impacts**

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No direct financial impacts are anticipated as a result of this report.

## **H. In Consultation With**

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Robynne Sangiuliano, Branding and Graphic Design Specialist  
Allan Gibbons – Manager of Communications & Customer Service

## **I. Public Engagement**

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The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Director of Strategic Initiatives [si@thebluemountains.ca](mailto:si@thebluemountains.ca).

**J. Attached**

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None.

Respectfully submitted,

Tim Hendry  
Director of Strategic Initiatives

For more information, please contact:  
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### Report Approval Details

Document Title:	SI.25.017 Value and Sponsorship Considerations of the Town Logo.docx
Attachments:	
Final Approval Date:	May 9, 2025

This report and all of its attachments were approved and signed as outlined below:

**Tim Hendry - May 9, 2025 - 12:13 PM**