



## **POLICY No. 2011-04**

### **External Advertising and Marketing in County Facilities and Properties**

**Originating Department** CMS-FP-05-2011

**SMT Approval:** 2011-04-21

**Council in Committee:** 2011-05-09

**Recommendation #:** 18

**Council Approval:** 2011-05-16

**Resolution #:** 99-11

**Revision History:**

[Click here for revision history](#)

#### **1. PURPOSE**

The purpose of this policy is to establish parameters and guidelines that safeguard Haldimand County's values, image, assets and interests while increasing the opportunities for revenue generation through the sale of advertising space. This policy also outlines criteria for advertising content.

#### **2. DEFINITIONS**

"Advertising" is defined as the use of space at Haldimand County facilities, including, but not limited to arena rink boards and ice resurfacers, score clocks, digital displays and static advertising signs/boards provided to an internal department, board or commission or an external company, organization, enterprise, association or individual to be utilized for the purpose of advertising, at rates determined by the County.

"Message of a Political nature" is defined as that which promotes a specific party, political agenda or platform. No political message advertisement will be permitted that, in the opinion of the County, may incite public unrest. Advertisements providing contact information only for local political party representatives are acceptable. These may include a photograph.

"Religious message" is defined as that which promotes adherence to a specific religious or spiritual denomination. Advertisements providing names and contact information only for local religious institutions or schools are acceptable. This can include a photograph of the facility.

"User Division" is defined as the County Division responsible for the operation of the area/facility where the advertisement is located.

#### **3. POLICY**

3.1 Advertising that promotes or displays the following items in any way shall not be allowed:

- a. Cigarettes, cigars or any tobacco product
- b. Alcohol of any type
- c. Gambling
- d. Sexually explicit material
- e. Advertising of any type or manner related to violence
- f. Religious message
- g. Message of a political nature
- h. Offensive, demeaning, derogatory or racial messages

- 3.2 Advertising shall be of a moral and reputable character.
- 3.3 The County will not accept advertising of questionable taste or which is offensive in content or method of presentation.
- 3.4 Although the County is guided by the Canadian Code of Advertising Standards, the County is the sole and final arbiter in all matters related to the acceptance of advertising in County facilities or publications. The County may refuse or order removal of any advertisement at any time, at its discretion. The User Division is responsible for approval of advertising content as per policy guidelines.
- 3.5 Advertising must not, in any way, diminish the County's public image.
- 3.6 All advertising arrangements must comply with all Federal, Provincial statues, Municipal by-laws and corporate policies and procedures.
- 3.7 The placement of any advertising does not imply partnership with the County, endorsement by the County and does not constitute communication on the part of, or on behalf of the County.
- 3.8 For procedures applicable to advertising, see the appropriate protocol document within the User Division; guidelines within these individual documents are meant to apply in conjunction with this policy.
- 3.9 Comments/concerns/complaints regarding the content of sign advertising will be directed to the appropriate User Division.

#### 4.0 FEES

For any applicable fees, see the Haldimand County User Fee By-Law.

#### 5.0 ADMINISTRATION

This policy will be administered by Community Development and Partnerships Division.

REVISION HISTORY					
REPORT	CIC		COUNCIL		DETAILS
	Date	Rec#	Date	Res#	
	Date	Rec#	Date	Res#	
	Date	Rec#	Date	Res#	
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