NAMING RIGHTS FOR COUNCIL OWNED **RECREATIONAL FACILITIES POLICY**

Policy:

The naming rights policy enables the Council to consider requests for corporate naming rights to Council owned recreational facilities on a case by case basis in line with recommended procedure. Council recognises the importance of corporate sponsorship in the development of recreation opportunities in the city.

Linkages to other documents:

- City Vision *
- District Plan *

Recreation Plan

Appendin 2 . 1

Key Recommendations:

- That all requests for corporate naming rights of Council recreational facilities be considered on a case by case basis.
- That where the facility in question is managed by a trust board or board of control the decision on naming rights be made by the board in consultation with the City Council.
- * That where the facility is managed by Council the authority to make decisions on naming is delegated to the City Manager.

Procedures:

- Standard process for assessing request for corporate naming rights based on whether a new or an existing facility is to be renamed.
- Proposals for naming rights will be considered on the basis of funding, community consultation, suitability of sponsor, signage and corporate identity standards.

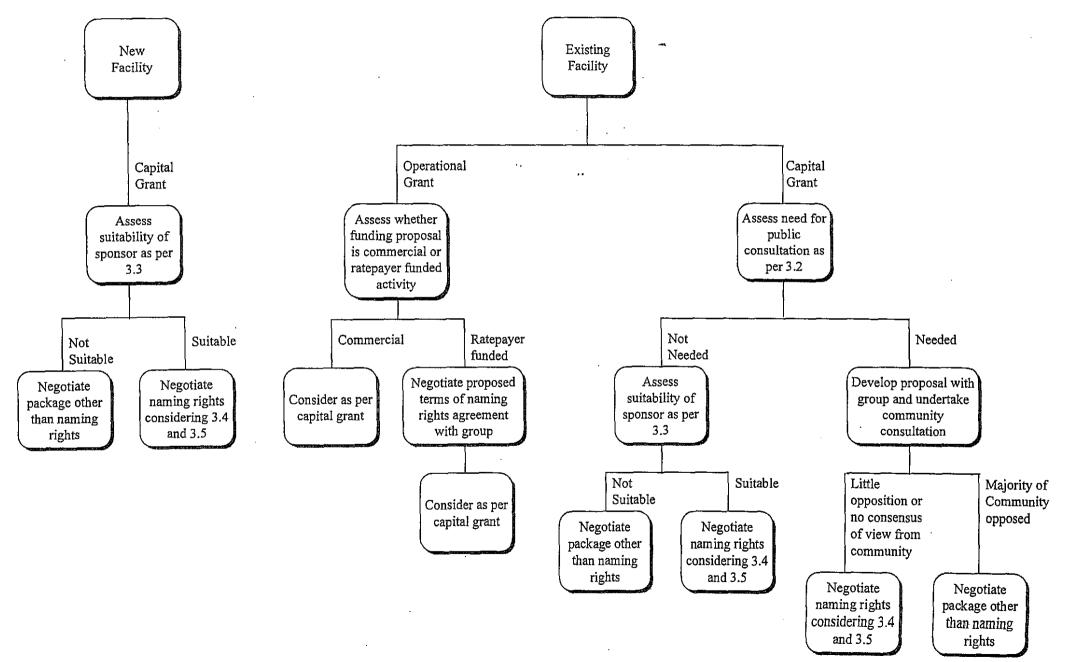
Context:

The policy enables the Council to consider naming rights as a means of funding recreation development in the City.

Title:

Naming Rights for Council **Owned Recreational Facilities** Author: Kathy Dever-Tod Date of Report: 22 February 2001 Approved on: Minute Reference: File Reference: 2060-0 Amendment:

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APPENDIX 2. Z.