

## 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* \* *Recreation Plan*
- \* *District Plan*

**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
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# PROCEDURE FOR DETERMINING NAMING RIGHTS

