



POLICY NO. 97
MUNICIPAL ASSET NAMING OR RENAMING POLICY

1.0 PURPOSE

- 1.1 The purpose of this policy is to establish a clear and consistent framework for the naming or renaming of municipal assets.

2.0 DEFINITIONS

- 2.1 “Municipality” means the Municipality of the District of Barrington.
- 2.2 “Municipal Assets” means any property, building, infrastructure, or facility owned or operated by the Municipality. This includes, but is not limited to, streets, parks, recreation facilities, community centers, and other public properties.
- 2.3 “Naming or Renaming” means the process of assigning or changing the name of a municipal asset. This can involve naming a new asset or changing the name of an existing asset to reflect sponsorship, recognition, or community values.
- 2.4 “Naming Rights Agreement” means a type of sponsorship agreement specifically focused on granting a sponsor the right to name or rename a municipal asset in exchange for a financial or other contribution. The naming rights are granted for a defined period, and the agreement includes specific terms and conditions.
- 2.5 “Sponsor” means any business, corporation, or other entity that enters into a sponsorship or naming rights agreement with the municipality to provide funding, goods, services, or other support in exchange for the naming of a municipal asset.
- 2.6 “Sponsorship Agreement” means a formal, legally binding contract between the Municipality and a sponsor in which the sponsor provides financial or in-kind contributions in exchange for rights to have their name associated with a municipal asset or a portion of a municipal asset for a specified period of time.

3.0 POLICY STATEMENT

3.1 The Municipality will only consider the naming or renaming of municipal assets if they are directly associated with a sponsorship or naming rights agreement.

4.0 ELIGIBILITY

4.1 The Municipality may enter into naming rights or sponsorship agreements for the purposes of generating revenue, promoting community involvement, or recognizing significant contributions made by an entity.

5.0 AGREEMENTS

5.1 Agreements will include specific terms on the duration of the naming rights (e.g., for a fixed period or until certain conditions are met).

5.2 Agreements will outline the rights and responsibilities of both the Municipality and the sponsor, including signage, branding, and marketing materials related to the asset.

5.3 Any proposed name change must be consistent with municipal branding guidelines and be free from offensive or inappropriate language.

6.0 RENAMING

6.1 Requests for renaming existing municipal assets will be reviewed on a case-by-case basis. Such requests must also be tied to a new or amended sponsorship or naming rights agreement.

6.2 The Municipality will consider factors such as the historical or cultural significance of the existing name, the potential impact on the community, and the terms of the new sponsorship agreement.

7.0 APPROVAL PROCESS

7.1 Any proposal for the naming or renaming of a municipal asset must be submitted to the Municipality's Chief Administrative Officer for review and consideration.

7.2 The proposal will be assessed to ensure it aligns with the municipality's values, community standards, and this policy.

7.3 A report, including a recommendation, will be presented to the municipal council for approval.

8.0 REVOCATION

- 8.1 The municipality reserves the right to revoke a naming or renaming agreement if the sponsor fails to fulfill the terms of the agreement or if the name becomes inconsistent with community values or legal requirements.

Clerk's Annotation for Official Policy Book	
Date of Notice to Council members of Intent to Consider	March 11, 2025
Date of Passage of current Policy	March 25, 2025
I certify that Policy No. 97 "Municipal Asset Naming or Renaming Policy" was adopted by Council as indicated above.	
_____	_____
Debbie Mader Municipal Clerk	Date

VERSION LOG

Version Number	Amendment Description	Approved By	Approval Date
1	Approved Policy of Council	Council	March 25, 2025