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Report 2024-109

Report Title: Northumberland County Archives and Museum (NCAM) Sponsorship Policy

Committee Name: Corporate Support

Committee Meeting Date: September 3, 2024

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Reviewed by: Lisa Ainsworth
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Corporate Services

Approved by: Jennifer Moore, CAO

Council Meeting Date: September 18, 2024

Strategic Plan Priorities: Innovate for Service Excellence
 Ignite Economic Opportunity
 Foster a Thriving Community
 Propel Sustainable Growth
 Champion a Vibrant Future

Recommendation

“That the Corporate Support Committee, having considered Report 2024-109 ‘Northumberland County Archives and Museum (NCAM) Sponsorship Policy’, recommend that County Council approve Northumberland County Archives and Museum Sponsorship Policy at the September 18, 2024 County Council meeting.”

Purpose

To outline a new NCAM policy guiding solicitation, management, and reporting on sponsorship opportunities and to seek Council approval to adopt the policy.

Background

The Northumberland County Archives and Museum mission is to be a best practices leader and a collaborative partner with our member municipalities and community partners. NCAM is

dedicated to authentic community connection, inclusivity, exploration, creativity and excellence in cultural stewardship and service.

Northumberland County Archives and Museum (NCAM) welcomes mutually beneficial sponsorships that are consistent with its mandate, supplement Council-approved initiatives, and are considered to be in the public interest.

This policy establishes protocol that will guide NCAM in evaluating, soliciting, managing, and reporting on sponsorship opportunities that support exhibitions and programs and preserve and promote the archives and museum's collections.

Consultations

This policy has been drafted in alignment with sponsorship policies from peer municipalities and archives and museums to ensure consistency with industry standards and best practices and in consultation with the County Finance and Communications departments.

Legislative Authority / Risk Considerations

The Ontario Municipal Act provides the ability for municipalities to enter into sponsorship agreements. Sponsorships offer valuable benefits to the County, and they involve potential risks including conflicts of interest, reputational risks, legal and ethical issues, and financial dependency.

Discussion / Options

The policy provides criteria for evaluating and accepting sponsorships and donations in alignment with NCAM's mission, values, and ethical standards. External organizations or individuals may partner with NCAM in providing programs, events, facilities or activities where such a partnership:

- Is mutually beneficial to both parties.
- Is consistent with the vision, policies and goals of the Corporation of the County of Northumberland and NCAM.
- Is arranged for a fixed term.
- Complies with all federal and provincial statutes, municipal by-laws, corporate policies, and procedures.
- Does not imply endorsement of the company or its products and services and should prohibit partners from making statements which suggests a company's products and services are endorsed by the Corporation of the County of Northumberland.
- Does not result in or is perceived as giving any preferential treatment outside of the partnership agreement.
- Does not cause a municipal employee to receive any product, service or asset for personal use or gain.

The County will not solicit, or accept, naming rights, sponsorship, advertising or donations from companies or individuals that, in the sole discretion of the County, are incompatible with NCAM's goals, mission, values, and ethical standards. Examples include, but are not limited to:

- Third parties that are not in good standing with the County (i.e. currently in violation of a bylaw, under litigation against the County, owe money to the County, or are otherwise disqualified from doing business with the County).
- Third parties that in any manner, portray, promote or condone stereotyping of any group or any form of discrimination prohibited by the Ontario Human Rights Code.
- Third parties that produce, distribute, sell, or promote products or services that may reflect negatively on the County or whose reputation could prove detrimental to the County's image.
- Opportunities that present a real or potential conflict of interest for the County or for the potential sponsor or donor.

Sponsors and donors will not influence exhibition or program content or interfere in the NCAM curatorial team's designs, interpretive plans and goals.

The sponsorship must not create an ongoing financial obligation for the County beyond the term of the agreement.

The County reserves the right to reject any or all unsolicited sponsorships, advertising and donations offered to the County.

Financial Impact

The implementation of this policy has the potential to provide additional non-tax revenue or in-kind support for NCAM's programs and events.

Member Municipality Impacts

The implementation of this policy may alleviate budget constraints and positively impact the quality and breadth of services received by municipal staff, service agreement clients, and residents of Northumberland County. Local businesses may also benefit from increased visibility and opportunities to network with other sponsors and community members.

Conclusion / Outcomes

The Northumberland County Archives and Museum Policy provides direction for effectively soliciting, managing, and reporting on sponsorship opportunities. Through the implementation of this policy, the County can leverage the benefits of sponsorships while minimizing risk and maintaining public trust.

Attachments

- 1) Report 2024-109 ATTACH 1 'Northumberland County Archives and Museum Sponsorship Policy NCAM-02'