



THE TOWN OF STRATFORD

RESOLUTION

No. RC001-2024 Community Campus Naming Rights Sponsorship & Donation Policy

Motion Carried X
Motion Lost
Motion Withdrawn

Council Chambers
Town Hall
March 13, 2024

Committee
Moved by Councillor
Seconded by Councillor

Recreation, Culture and Events
Jill Chandler
Jody Jackson

WHEREAS the Town of Stratford strives to foster an environment that promotes creativity, boldness, and the pursuit of excellence in cultural experiences, public access to those experiences, and the preservation and enhancement of diverse cultural identities. The municipality recognizes that recreation, sport, arts and culture all contribute to the quality of life of its citizens and to the enjoyment of visitors. Further, it understands that a strong and vibrant cultural environment promotes a shared sense of identity; and

WHEREAS the Town understands the financial impact to offer meaningful facilities, spaces, and amenities require significant financial investment; and

WHEREAS an important aspect of generating financial support often comes from the generosity of residents, organizations, and corporations which provides a framework and funding for developing and incorporating new facilities, spaces, and amenities that contributes to the social, economic, and environmental quality of life of our citizens; and

WHEREAS the Town of Stratford has developed the Community Campus Sponsorship, Donation and Naming Rights Policy that outlines the processes for accepting sponsorship and donations, along with providing naming rights to individuals, organizations and/or corporations.

THEREFORE, BE IT RESOLVED that the attached Community Campus Naming Rights, Sponsorship & Donation Policy be hereby adopted.

This resolution bears the recommendation of the Committee of the Whole as discussed at a meeting held on February 28, 2024.