

Authority: Executive Committee Item 12.2, adopted as amended,
by City of Toronto Council on November 29, 30 and December 1, 2011
Enacted by Council: December 1, 2011

CITY OF TORONTO

BY-LAW No. 1368-2011

**To amend City of Toronto Municipal Code Chapter 71, Financial Control,
respecting sponsorship.**

WHEREAS City Council has established policies respecting the approval and entering into of agreements for sponsorships and naming rights, and the approval of honourific and street naming; and

WHEREAS the new Sponsorship Policy requires that Division Heads be delegated the authority to enter into agreements and spend funds from those agreements in accordance with the policy as approved by Council; and

WHEREAS it is therefore necessary to amend Chapter 71 to include this delegation;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. City of Toronto Municipal Code Chapter 71, Financial Control, be amended by adding the following Article:

**ARTICLE X.1
Sponsorships**

§ 71-19.1 Sponsorship authorities.

- A. A division head may accept a sponsorship and execute an agreement in respect of a sponsorship as permitted under the Sponsorship Policy where:
 - (1) The total value of the agreement does not exceed \$500,000 in a given fiscal year;
 - (2) The total value of sponsorships from a particular third party for the same purpose does not exceed \$500,000 in a given fiscal year; and
 - (3) The sponsorship does not include naming rights and is in compliance with the Sponsorship Policy.
- B. A division head may accept and spend sponsorship funds received from a sponsorship under Subsection A.
- C. All sponsorship funds shall be credited to the appropriate accounts and, where the funds have not already been accounted for in the budget, each division shall disclose the amount of all sponsorships received to date and report on how the funds were used as part of the quarterly budget variance reporting process.

- D. References in this Article to the "Sponsorship Policy" shall be deemed to refer to the sponsorship policy adopted by Council as Item EX12.2 on November 29, 30 and December 1, 2011, as amended from time to time, and "sponsorship" and "naming rights" shall have the same meaning as those terms are defined in the Sponsorship Policy.

ENACTED AND PASSED this 1st day of December, A.D. 2011.

FRANCES NUNZIATA,
Speaker

ULLI S. WATKISS,
City Clerk

(Corporate Seal)