

Toronto Zoo Individual and Corporate Naming Rights Policy

Date: February 10, 2026
To: Board of Management of the Toronto Zoo
From: Chief Transformation Officer
Wards: All

SUMMARY

This report recommends adoption of a Toronto Zoo Individual and Corporate Naming Rights Policy aligned with the City of Toronto's corporate framework. The policy establishes a consistent approach for soliciting, assessing, approving, and managing naming rights while safeguarding Zoo integrity, animal welfare, and visitor experience.

RECOMMENDATIONS

The Chief Transformation Officer recommends that:

1. The Board of Management of the Toronto Zoo adopt the Toronto Zoo Individual and Corporate Naming Rights Policy set out in Attachment 1.
2. The Board of Management of the Toronto Zoo direct staff to complete a review of the Individual and Corporate Naming Rights Policy every five years at a minimum.
3. The Board of Management authorize the CEO or designate to negotiate and execute naming rights agreements consistent with the terms and conditions of the Toronto Zoo Individual and Corporate Naming Rights Policy and in a form satisfactory to the City Solicitor.

FINANCIAL IMPACT

There are not direct financial impacts resulting from the adoption of this report. Approval of naming rights contributions under the Toronto Zoo Individual and Corporate Naming Rights Policy is subject to the approval of the Board and, where required, Toronto City Council.

DECISION HISTORY

Toronto City Council adopted the City's [Individual and Corporate Naming Rights Policy](#) as Appendix 2 as part of a report on [Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions](#) to the City at its meeting on November 29, 30 and December 1, 2011.

Section 3.4 of the City's Individual and Corporate Naming Rights Policy sets out: "For purposes of corporate consistency, this policy shall apply to all City divisions and to those agencies, boards and commissions (ABCs) which are by law subject to the policies of City Council by requiring that those ABCs adopt policies which are consistent with this policy. Approval of proposals would continue to be by the ABC or, if such authority is not delegated to the ABC, by City Council. All other ABCs are requested to adopt policies which are consistent with this policy."

COMMENTS

A key action set out in the Toronto Zoo's 2025-2027 Guardians of Wild Strategic Plan is to "expand Zoo conservation science funding mechanisms for onsite and offsite initiatives". Naming rights for Zoo property (e.g. buildings, habitats, trails) and property features (e.g. gallery, plaza, playground, classroom, laboratory) present an opportunity to generate new revenues for the purposes of supporting Zoo conservation initiatives including research, education, programs and facilities.

The Toronto Zoo Individual and Corporate Naming Policy (see Attachment 1) provides guidance to staff and prospective donors or sponsors on the terms and conditions under which naming rights for Toronto Zoo property and property features would be granted. The Zoo's policy has been developed to be consistent with the City of Toronto's Individual and Corporate Naming Rights Policy, while recognizing the Zoo's relationship with the Toronto Zoo Wildlife Conservancy in facilitating donations and contributions towards the Zoo's conservation efforts. Key elements of the Zoo's policy include:

- 1) Objective and Purpose - establishing a consistent protocol for soliciting, assessing and approving naming rights while protecting the reputation, integrity and aesthetic standards of the City of Toronto and Toronto Zoo;
- 2) Scope - clarifying that the policy applies only to naming rights whereby benefits accrue to the third party in return for consideration (philanthropic gifts/donations where no benefits are granted are facilitated through the Toronto Zoo Wildlife Conservancy);
- 3) Guiding Principles - setting out key principles guiding decision making with respect to naming rights (e.g. public interest first, safeguarding the City's and Zoo's integrity and reputation, Indigenous recognition and engagement, prioritizing animal welfare and conservation, and ensuring accessibility, transparency and accountability);
- 4) Eligible Properties/Features and Prohibited Categories - identifying property and features that are eligible for naming along with prohibited categories and ethical screens;

- 5) Naming Criteria and Recognition - ensuring that names engender a strong positive image while being consistent with Board and City standards and not impairing guest experience or animal welfare;
- 6) Intake and Assessment - acknowledging that the Toronto Zoo Wildlife Conservancy, or a separate third party, may act as a Broker on the part of the Zoo in engaging prospective donors or sponsors with respect to naming rights;
- 7) Approval Authority and Agreement Requirements - proposals are to be reviewed on a case-by-case basis for a finite term, and are subject to the approval of the Board (or delegated authority in accordance with Recommendation 3 of this report) and, where City of Toronto policy requires, approval by City Council; and,
- 8) Termination and Renaming - establishing the Zoo's authority to terminate naming rights for cause or convenience where provided for in the agreement, and to rename in accordance with the policy.

The Board is requested to approve the Toronto Zoo Individual and Corporate Naming Rights Policy included in Attachment 1 for implementation effective immediately, with coordination through the the City of Toronto Legal Services Division for all naming rights agreements. The policy will be subject to periodic review by staff, at minimum, every five years.

CONTACT

Jamie Austin
Chief Transformation Officer
jaustin@torontozoo.ca
(416) 392-5914

SIGNATURE

Jamie Austin
Chief Transformation Officer

ATTACHMENTS

Attachment 1: Toronto Zoo Individual and Corporate Naming Rights Policy