



Guidelines For Sponsor Identification At Special Events

City policy regarding sponsor identification at special events has been quite restrictive in the past, and has actively discouraged the presence of sponsors' signs and banners, and their products and mascots. Victoria residents value living in an environment that does not constantly bombard them with commercial messages, and Victoria's sign bylaw has helped to preserve that lifestyle and protect our tourist reputation as a vibrant international City with unspoiled beauty and an old-world ambience.

At the same time, we recognize that with funding cut-backs, commercial sponsors are playing an increasingly important role in community activities, including special events. Sponsors expect public recognition and visibility at events when they provide product or financial support for an event. Sometimes in the past, community groups associated with national organizations have found that the banners supplied to them by the organization included sponsor identification which was too large to meet Victoria's policy.

The following Guidelines, approved by Council, have been developed to find a balance between the concerns of the public and the needs of community groups for sponsors.

GUIDELINES FOR SPONSOR IDENTIFICATION

1. BANNERS/ SIGNS

- No more than 40% of the total on-site display or banners may be sponsor identification. The name and logo of the event and the non-profit group sponsoring it should be the most visible image. Banners to be installed by the City for community groups at the banner station at Douglas and Princess must also meet these guidelines.
- Signs and banners may not be attached to trees, lampposts or other City property. Large signs and banners must be displayed safely and must be secured to avoid being blown down.
- Signs and banners promoting the event may be in place only on the day of the event, with the exception of banners at the City banner station, which remain in place for one week. Organizers should be aware that the City banner station is booked a year in advance and may not be available for their event date.

2. PRODUCTS

- Sponsor products may be displayed at the event, but may be sold only if they are an integral part of the event, e.g. beverages if food sales are permitted as part of the event.
- Food vending requires approval in advance and must be included on the permit.
- Distribution of samples also requires prior approval to determine appropriateness.

3. OTHER SPONSOR PRESENCE

- Sponsor mascots (a person in costume) may be present at the event.
- One large advertising device (inflatable or oversize replica) per event is permitted, at the event site on the day of the event only.

PARKS GUIDELINES

These guidelines do not apply to Parks or parkland in Victoria, which is subject to a separate bylaw. Activity in parks is monitored very closely by members of the public who feel strongly that they should be kept free of commercialism.