

Title: Advertising

Policy No: 1035

Effective Date: May 25, 2021

Motion Number: 21.05.271

Supersedes Policy No: NONE

Review Date: May 25, 2024



Purpose: The purpose of this policy is to ensure that all third-party advertising on Greenview property, facilities, and media is consistent with Greenview’s corporate values, image, and strategic goals.

Generally, Greenview will not advertise for for-profit organizations except through sponsorship at recreation facilities and events.

Greenview shall meet specific criteria, as outlined in this policy, without unreasonable interference with rights under the Canadian Charter of Rights and Freedoms.

1. DEFINITIONS

- 1.1. **Advertising** means any paid or in-kind communications that are utilized to influence, educate or inform the public. This includes all forms of advertising and sponsorship.
- 1.2. **CAO** means the Chief Administrative Officer of the M.D. of Greenview.
- 1.3. **Community** means the residents, landowners, business owners, organizations and agencies that make up Greenview.
- 1.4. **Employee** means those people employed full-time, part-time, casually, seasonally, on contract, as a volunteer, or elected or appointed.
- 1.5. **For-Profit** means an organizations that provide products or services for profit; established, maintained, or conducted for the purpose of making a profit.
- 1.6. **Greenview** means the Municipal District of Greenview No. 16.
- 1.7. **Greenview Assets** means Greenview corporate website, social media, mobile app, and electronic sign boards.
- 1.8. **Greenview Media** means any outlet used by Greenview to carry and deliver advertisements, and includes but is not limited to, direct mail; print (e.g. newspaper, brochure, flyer, magazine); digital media (e.g. web, e-mail, social media, mobile media); television; radio; billboard or message board.

- 1.9. **Greenview Program** means any activity which is operated by Greenview and includes any Greenview events and scheduled activities for the public and communities.
- 1.10. **Non-Profit** means organizations that provide products or services to improve or benefit a community. Any money made by a Non-Profit is not for the personal gain of its directors, members or officers, but goes back into the organization to further its aims and projects.

2. POLICY STATEMENT

- 2.1. Greenview supports the placement of advertisements on Greenview assets and Greenview media to assist in the provision of programs and services.
- 2.2. Third party advertising requests by registered non-profit groups on Greenview assets, in Greenview media, on Greenview property or facilities, will be considered in accordance with the criteria outlined in section 4.2 of this policy.
- 2.3. Third party advertising requests by for-profit groups or organizations on Greenview assets or in Greenview media shall not be considered, except in the following circumstance. Third-party advertising requests from for-profit organizations as a result of a sponsorship or paid advertising of a Greenview event, or the hosting of an event in a recreation facility, including advertising in arenas or ball diamonds, will be considered in accordance with the criteria outlined in section 4.2.
- 2.4. All advertising shall be consistent with Greenview's vision, mission and values and will not compromise or contradict any laws of Canada or Alberta, by-laws or policies of Greenview, or reflect negatively on Greenview's public image.
- 2.5. All advertising agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to Greenview and its communities.
- 2.6. Administration will refrain from advertising on behalf of individuals and individual businesses, unless said advertisement is in relation to an advertising campaign or economic development campaign that involves a group or category of businesses.

3. SCOPE

- 3.1. This policy only applies to advertising from external advertisers:
 - on Greenview owned facilities;
 - on Greenview owned assets;
 - at Greenview programs; and
 - in Greenview media.

4. APPLICATION

- 4.1. The placement of any advertising on Greenview property, Greenview facilities, at Greenview programs, and/or in Greenview media does not represent or imply any partnership with Greenview; or Greenview's endorsement of any product, service, person(s), company, organization, beliefs, views, or any contents contained in the advertisement; and does not

constitute information or communication by or on behalf of Greenview.

4.2. Advertising on Greenview property, facilities, assets and media must meet all of the following criteria, including criteria 1 and 2 from the Canadian Code of Advertising Standards deemed appropriate by the Supreme Court of Canada:

- A. The advertising does not demean, denigrate or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service or attempt to bring it or them into public contempt or ridicule;
- B. The advertising does not undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population;
- C. The advertising adheres to the Canadian Code of Advertising Standards;
- D. The advertising is not in conflict with any applicable laws, Greenview bylaws or policies;
- E. The advertising does not breach or conflict with any existing Greenview advertising agreements and/or contracts;
- F. There are no adverse effects on public safety;
- G. The advertising does not incite violence and hatred;
- H. The advertising does not present demeaning or derogatory portrayals of individuals or groups;
- I. Alcohol, tobacco and cannabis advertising will not be permitted at events geared to children or youth;
- J. The proposed location of the advertising may have an impact when determining whether or not the criteria have been met.

4.3 In order for Greenview to ensure that all advertising complies with this policy, requests for placement of non-English language advertising must be accompanied by a certified English translation of the ad content.

5. COUNCIL RESPONSIBILITIES

- 5.1. Council must approve any advertising agreements that grant naming rights to a Greenview property or facility.
- 5.2. To approve and periodically review the Advertising Policy.

6. ADMINISTRATION RESPONSIBILITIES

- 6.1. Administer, review, and recommend revisions to the Advertising Policy guidelines.
- 6.2. Has authority to enter into agreements with non-profit and for-profit organizations for the purposes of third-party advertising on Greenview property, at Greenview programs, and in Greenview media.
- 6.3. Communications:
 - A. The decision as to where advertising will be permitted (i.e. on which Greenview property or facility, at which Greenview programs and in which Greenview media) is the responsibility of the Communications department.

- B. Communications is also responsible for administering such requests or offers of advertising in accordance with this policy.
- C. Advertising agreements, which must be in a form satisfactory to the CAO, are managed by the Communications department.