CORPORATION OF THE TOWN OF HEARST

Park Furniture Sponsorship Policy
(Benches, Bike Racks and Picnic Tables)

1. **Purpose**
   The intent of this policy is to provide individuals, businesses and organizations with the opportunity to commemorate or honor family, friends or special events within the Town of Hearst.

2. **Policy Objective**
   This policy establishes standards and requirements for the sponsorship of memorial items to be placed in municipal parks, trails or green spaces. The Parks and Recreation Department will coordinate and maintain the program to ensure that the standards and requirements are met. Responsibility for the maintenance of memorial items, within specific parameters, shall be provided by the Town, as identified in this policy.

3. **Standards**
   To respect the purpose and integrity of municipal properties, all sponsored furniture (benches, picnic tables and bike racks) will be selected by municipal officials. All items are to remain free of décor or additional commemoration beyond a plaque.

   a. Benches
   Benches will be anchored in a concrete pad of sufficient size to ensure it is properly supported and that erosion from public use is minimized.

   b. Picnic Tables
   Tables will be installed directly on the ground.

   c. Bike Racks
   Bike racks will be installed on the ground.

   d. Bronze Plaques (optional)
   Bronze plaques are optional and shall be affixed to the sponsored item (benches: on the back support, tables: on the table surface, bike racks: on the surface deemed most appropriate). Plaque messages shall not contain obscenities or other messages considered offensive or inappropriate. The Town reserves the right to refuse any text.

4. Procedures

Request for Sponsorship

Persons/organizations wishing to participate in the Park Furniture Sponsorship Program may do so by completing a Sponsorship Request Form available online (www.hearst.ca) or by contacting the Parks and Recreation Department at 705-362-4341, ext. 1302 or by email: recreation@hearst.ca.

Intake Period

Requests for sponsorship will be evaluated once per calendar year. All persons interested are required to submit their request between January 1st and April 15th of each year, for installation of the sponsored item by October 1st of the same year. Requests received after April 15th will be processed through the intake period of the following year.

Review Process

Requests for sponsorship will be reviewed by municipal staff. Those requests, if any, that deviate from the established program parameters or warrant special consideration, will be referred to the Chief Administrative Officer.

5. Furniture Location Selection and Approval

a. Location Availabilities

Only parks and green spaces within the boundaries of the Town of Hearst are available for the placement of park furniture. Locations which are not available include private properties, sidewalks, vacant land, building interiors, waterways, or any other area that the Town deems inappropriate.

b. Location Selection Process

Sponsors are asked to identify the location where they would like their sponsored item installed. Every effort will be made to accommodate the sponsor's preferred area but the final decision on location selection will reside with municipal officials.

c. Town of Hearst Veto/moving

The Town has final say on the selection of all locations of sponsored furniture and it reserves the right to relocate any sponsored item, if deemed necessary, for any purpose. In the event a sponsored item is to be relocated, the Town will contact the sponsor to determine a new location. In the event a sponsor cannot be reached or if a new location cannot be agreed on with the sponsor, the Town will decide on a new location.

6. Appeals

In the event that any decision or process regarding a sponsorship is in dispute between a sponsor and the Town, the sponsor shall bring his/her concern, in writing, to the Chief Administrative Officer.

7. **Costs**

Sponsorship costs will be determined annually, based on the previous year's costs. Applicants will be given a sponsorship price quote, but the final sponsorship amount to be paid will be confirmed once the manufacturer's official quote for that year has been received by the Town.

Furniture sponsorship costs include the item (bench, table or bike rack), shipping, installation and applicable taxes. The total costs must be paid in full before the sponsored furniture and/or plaque is ordered. The Town will issue income tax receipts to sponsors once payments are received.

Commemorative Plaques (optional)

The installation of a commemorative plaque is optional and at extra cost. The cost of such plaque includes the plaque, its installation and applicable taxes.

8. Town Responsibilities

The Town reserves the right to determine the level of general care for all sponsored items, depending on budget and staff availability. General care is defined as the mowing, raking, pruning and general cleaning of the grounds around the items, as determined by the Town.

The Town distinctly disclaims all responsibility for loss or damage from causes beyond reasonable control and especially from damage caused by the elements and acts of God, theft and vandalism, whether the damage is direct or collateral, other than as herein provided.

9. Accessibility Requirements

Benches and tables will meet the standards outlined in the *Accessibility for Ontarians Disability Act.*

CORPORATION OF THE TOWN OF HEARST

PARK FURNITURE SPONSORSHIP POLICY

SPONSORSHIP REQUEST FORM

Date				
Sponsor Name				
Address				
E-mail				
Telephone Number				
Memorial Item to be Sponsored	**Bench** ☐	**Picnic Table** ☐	**Bike Rack** ☐	**Bronze Plaque** ☐
Plaque Inscription (4 lines maximum)	**Line 1 :** **Line 2 :** **Line 3 :** **Line 4 :**			
Proposed Location				
Sponsor Signature				
Town Official Signature				
Approval Date		**Approved Location**		

February 6, 2024

By signing this Sponsorship Request Form, the applicant confirms having read the Park Furniture Sponsorship Policy and agrees to all conditions thereof.

1- Completed sponsorship request forms are to be emailed to: recreation@hearst.ca
2- Sponsorship requests are accepted until April 15th of each calendar year. Requests submitted after this date will be considered in the following calendar year.
3- Staff will contact applicants to confirm details and complete payment.
4- Sponsored items will be installed by October 31st.