

TOWN OF ANNAPOLIS ROYAL
POLICY

Title: Electric Vehicle (EV) Charger Sponsorship Policy	
Policy No: 2022-06	Supersedes: NA
Effective Date: July 20, 2022	Approved by Council Motion Number: MOTION #C2022-07-20-05

Intent:

The EV Charger Sponsorship Policy of the Town of Annapolis Royal allows for the creation of partnerships with local business to offset the operational cost of EV chargers within the Town whose use is free to the public. The cost of the sponsorship is based on the average prorated operational cost of the charger for the previous fiscal year and the cost of the sign (as detailed in schedule A). This agreement allows the name and logo of the sponsoring business to appear on the EV Charger along with the statement “free charging provide by...”.

Scope:

The Electric Vehicle (EV) Charger Sponsorship Policy of the Town of Annapolis Royal applies to all Level 2 EV Chargers owned by the Town.

Procedure and Implementation:

1. Sponsorship Sought

Advertisements outlining the program and seeking potential sponsors will be placed on Social Media, the Town’s website (www.annapolisroyal.com), and sent via MailChimp. Application will be submitted to the Community Development Coordinator and sent to the CAO for final approval. Sponsor’s will be scored using the scorecard found in Schedule B, with the highest scoring applicants being chosen.

2. Sponsorship cost and term

The cost of the sponsorship will be based on the average prorated operational cost of the charger for the previous fiscal year plus the actual cost of the sponsorship sign. The term of the sponsorship shall be one year, beginning April 1st of each calendar year and ending March 31st of the following calendar year.

3. **Approved application**

Once the application has been approved by the CAO, the Sponsor will be invoiced. The Sponsor will provide artwork and details for the sign to the Town, which will commission the production of the sign. The sign will be placed at the EV charger by the Public Works team.

4. **End of Term**

2 months before the end of the fiscal year, the Town will advertise for new sponsors. There is no automatic renewal. Each year potential sponsors will be judged according to the scorecard found in Schedule B.

5. **Other Items**

Please note that any potential sponsorship may not compromise the Town's ability to carry out its functions fully and impartially.

Sponsorships must not conflict with the terms and conditions of existing sponsorships or naming rights agreements.

THIS IS TO CERTIFY that this policy was duly passed
by a majority vote of the whole Council at a duly called
Council meeting held on the 20th day of July 2022.

GIVEN under the hand of the CAO and under the seal of
The Town of Annapolis Royal the 21st day of July 2022.



Sandi Millett-Campbell Chief Administrative Officer

Sign Details

1. The sponsorship sign will be .5 m² (5 ft²) and made of coroplast. The Town will commission the production of the sign.
2. The cost of the sign will be its actual production cost.
3. It will state “free charging courtesy of” and show the name and logo of the sponsoring business.
4. The sign will be mounted on the post located at EV Charger.

Schedule B

Scorecard

	Points
Is this business located in Annapolis Royal?	4
Is this business located within 30 Km of Annapolis Royal?	3
Is this business operated year-round?	2
Is the business a Not-for-Profit or charity?	1
TOTAL POINTS	