



| | | |
|------------------------------------|-------------------------------|-----------------------------------|
| Department Council | Policy No. 11-02-17 | Page 1 of 3 |
| Policy Title Sponsorship | Date: June 22, 2017 | Resolution No. RC17-250 |

PURPOSE

Birch Hills County's Sponsorship Policy is used to provide guidance on how to process requests to the County to provide monetary sponsorship to events.

POLICY

All requests for monetary sponsorship will be completed utilizing the form listed as Schedule A to this policy and will be reviewed by Birch Hills County Council.

1. DEFINITIONS

- 1.1 "County" means the municipal corporation of Birch Hills County in the Province of Alberta or the Council thereof or such person to whom Council may delegate its responsibility and/or authority from time to time.
- 1.2 "Not-for-Profit" means an organization that is a non-profit organization as defined in the Municipal Government Act, Section 241(f), or federally registered as a charity.
- 1.3 "Applicant" refers to not-for-profit community groups, service clubs, and organizations of the County hosting or supporting an eligible event that requests support under the Sponsorship Policy.

2. GENERAL PROVISIONS

- 2.1 The County will implement and maintain a sponsorship program with the purpose of demonstrating good corporate citizenship.
- 2.2 The County will budget the exact amount of money it will expend for sponsorship to support various community events.
- 2.3 The County will sponsor events organized by, or on behalf of, not-for-profit organizations located and operating in Birch Hills County through:
 - a. Event sponsorship, either in the form of a cash donation or by paying for event expenses including coffee breaks, meals, etc.;
 - b. Purchase of a table or booth at which representatives of the County will promote the County or County events;
 - c. Payment for the advertisement of the County in event materials including posters, handouts, brochures, etc.; or



| | | |
|------------------------------------|-------------------------------|-----------------------------------|
| Department Council | Policy No. 11-02-17 | Page 2 of 3 |
| Policy Title Sponsorship | Date: June 22, 2017 | Resolution No. RC17-250 |

d. Other forms as requested and deemed appropriate.

3. GUIDING PRINCIPLES AND CRITERIA/ELIGIBILITY

- 3.1 Sponsorship must align with the County's vision and goals that build the community and support community organizations, neighbors, and volunteerism.
- 3.2 Sponsorship must directly benefit the not-for-profit organization submitting the application.
- 3.3 Events must be located within County limits.
- 3.4 Applicant must be a responsible and reputable organization whose name and identity is in good standing in the community. The community group's past performance in achieving program objectives shall be considered.
- 3.5 Applicant must be able to supply event budget information.
- 3.6 Sponsorship of the event must provide opportunities for the County to be recognized.

4. EXCLUSION FROM FUNDING

- 4.1 The following types of organizations will not be considered for funding:
 - a. Individuals or private foundations/clubs;
 - b. For-profit organizations;
 - c. Political organizations and candidates.

5. APPLICATION PROCESS

- 5.1 Request for sponsorship may be made year-round with priority given to early applicants. Requests must be submitted yearly for review.
- 5.2 All requests must be made utilizing the form provided at Schedule A, submitted by email, mail, fax, or hand delivered to the County Office, and **must be received by no later than ninety (90) days before the event.**
- 5.3 Requests will be presented to Council within 45 days of receipt at the County office of the properly completed application.



| | | |
|------------------------------------|-------------------------------|-----------------------------------|
| Department Council | Policy No. 11-02-17 | Page 3 of 3 |
| Policy Title Sponsorship | Date: June 22, 2017 | Resolution No. RC17-250 |

- 5.4 Each request must demonstrate the need for the specific request and identify a specific benefit and outcome.
- 5.5 The County Council will have final approval authority and the decision cannot be appealed.
- 5.6 Priority will be given annually to new applicants for events not previously sponsored.
- 5.7 Applications will only be considered if funding is still available.
- 5.8 Administration will notify applicants in writing (regular mail or email) of the outcome of their submission.

6. Conditions of Approval

- 6.1 Council may attach conditions to the approval of funding under this policy which will require the recipient to perform certain activities or provide additional information in connection with the project of activity receiving civic support.

Original Signed by

Hermann Minderlein
Chief Administrative Officer

Original Signed by

Reeve or Delegate

| | |
|---------------------|---------------|
| Adopted by Council: | June 22, 2017 |
| Updated: | |