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Policy Title In-Kind Donation & Sponsorship Policy	Date: March 9, 2017	Resolution No. RC17-112

PURPOSE

Birch Hills County's In-Kind Donation and Sponsorship Policy is used to provide guidance on how to process requests received by the County to provide sponsorship or support to events and that are not monetary in nature.

POLICY

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 uses the revenues to achieve the application goal and to not profit from or have excess revenues.
- 1.3 "Applicant" refers to not-for-profit community groups, service clubs, and organizations of the County supporting an eligible event that requests support under the In-Kind Donation and Sponsorship Policy.

2. GENERAL PROVISIONS

- 2.1 The County will implement and maintain an in-kind donations and 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 in-kind donations to support various community events.
- 2.3 The County will sponsor events through in-kind services or the donation of items such as
 - a. Donation of item(s) for silent auction/prizes;
 - b. Advertisements on the County's newsletter, website, and/or social media;
 - c. Use of municipally owned facility (e.g., Council chamber or meeting room);
 - d. Use of municipally owned equipment (must have a County employee to run the equipment).



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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 County.
- 3.3 Event must complement the County's vision and goals and align with agreed Council areas of focus as identified in the Strategic Plan.
- 3.4 Events must be located within County limits.
- 3.5 Applicant must be a responsible and reputable organization whose name and identity is in good standing in the community.
- 3.6 Applicant must be able to supply event budget information.
- 3.7 Sponsorship of the event must provide recognition and opportunities for the County to be recognized

4. EXCLUSION FROM FUNDING

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 donation items can be made year-round with priority given to early applicants. Requests must be submitted yearly for review.
- 5.2 All requests must be made in writing by email, mail, or directed to the CAO's office. Each request must demonstrate the need for the specific request and identify a specific benefit and outcome.
- 5.3 The County Council will have final approval authority and the decision cannot be appealed.



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- 5.4 Priority will be given annually to new applicants for events not previously sponsored.
- 5.5 Applications will only be considered if funding is still available.
- 5.6 All requests will be considered by the County Council for any one event; with the potential to consider a larger sponsorship should the event be identified as a commemorative event during one calendar year.

Original Signed

Hermann Minderlein
Chief Administrative Officer

Original Signed

Reeve or Delegate

Adopted by Council:	March 9, 2017
Updated:	