



Policy Number COU - 46-2021	Approval Date January 26, 2021	Resolution Number 47/21, 62/16, 219/10
Supersedes 46-2020 46-2016 46-2010	Effective Date January 26, 2021	Legal Authority

Title: Sponsorship Policy

Policy Statement:

The Town of High Prairie is committed to informing and educating citizens and supporting local organizations and groups in ways that align with the goals, purposes, and strategic plans of the Town, and in keeping with the Town of High Prairie's Corporate Values.

Purpose:

The purpose of this Policy is to set out the circumstances under which the Town of High Prairie may sponsor the initiatives of individuals, community groups, or organizations within the community.

Definitions:

1.1 In this policy:

- a) "Annual Sponsorship" means specific Sponsorship events that are approved by Council as part of their annual budget process;
- b) "CAO" means the Chief Administrative Officer of the Town;
- c) "Council" means the Council of the Town;
- d) "Discretionary Sponsorship" means Sponsorship requests that have been requested outside of the annual budget process;
- e) "In-Kind" includes:
 - i) donations of item(s) for silent auctions/prizes;
 - ii) advertisements on the Town's electronic board, website, or social media;
 - iii) use of a municipally owned facility; or
 - iv) use of municipally owned equipment (operated by a Town employee).

- f) "Sponsorship" means the creation of a mutually-beneficial relationship between a sponsor and an organization, program, or host of an event. Value can be provided in the form of funding, profile, or In-Kind support or services;
- g) "Town" means the Town of High Prairie.

General Provisions

- 2.1 The organization receiving financial or In-Kind Sponsorship of an organization or event shall recognize that a contribution has been made by the Town where appropriate.
- 2.2 Sponsorship, particularly when provided in conjunction with permission to use the Town logo, may imply endorsement of an initiative by the Town. The Town must, therefore, consider reputational, endorsement, precedent-setting, or escalation implications of all Sponsorship decisions:
 - a) Reputation: the Town must exercise diligence when choosing to affiliate the Town of High Prairie's name and brand with a partner in a way that may reflect negatively on the Town's image.
 - b) Endorsement: to avoid creating an actual or perceived conflict of interest (i.e. unfairly endorsing one organization over another), the Town must consider whether a Sponsorship may be perceived as an endorsement of an organization and its mission, goals, and objectives.
 - c) Precedents: the Town must evaluate the potential that Sponsorship may be interpreted as ongoing, that it may be interpreted as invoking an obligation to provide additional Sponsorship in the future, or that it may indicate support for similar initiatives.
 - d) Escalation: the Town must ensure all parties have a clear understanding of the timeline and parameters for support of the initiative.

Eligible Applicants:

- 3.1 Applications for requests for Sponsorship will only be accepted and considered from non-profit and/or charitable organizations:
 - a) operating inside the Municipality;
 - b) organizations considered by Council to contribute to the general interest, health, and/or welfare of the municipality in its entirety;

- c) a tourist organization or other association whose purpose is to provide residents and non-residents, with information about the district and its advantages as a business, educational, residential, recreational, or tourism center;
- d) an organization or group assisting in the celebration of an event of public interest; or
- e) individuals or organizations who, having attained a recognized level of athletic, academic, or cultural excellence, are representing the district at specific events outside the municipality.

Automatic Rejection Criteria:

4.1 The CAO has the authority to reject any application for Sponsorship that would:

- a) be of sole benefit to an individual (i.e. any event that would bring reward to a single person rather than a benefit to the community as a whole);
- b) has political, religious, or cause affiliation which would benefit a certain philosophy or belief, and/or support a particular philosophy, thought or belief over another; or
- c) would benefit a for-profit organization, or to help defray the costs of for-profit programs and/or events.

Annual Sponsorship:

5.1 Organizations requesting Sponsorship for annual events and activities must apply for funding in writing to the Town by September 1st for the following year.

5.2 The CAO will bring forward all qualifying requests to Council for consideration during their annual budget approval process.

Discretionary Sponsorship Request:

6.1 Council shall set an annual Discretionary Sponsorship (financial support/donation) budget as part of the provisional budget approval process undertaken each year.

6.2 Requests for Discretionary Sponsorships will be accepted year-round and will be dealt with at the next Regular Meeting of Council.

Application Process

7.1 Requests for Annual and Discretionary Sponsorship must be submitted to Council on the application form provided by the Town and shall include the following supporting material:

- a) A budget for the event or program that clearly shows how, if approved, the funds will be utilized.
 - b) An outline of the organization's or individual's goals or objectives, or the goals and objectives of the program for which the funds are requested.
 - c) Applicants registered as Societies must be in good standing with the Registrar of Societies.
 - d) If the applicant is an organization or society, a copy of its most recent financial statement, including in-kind support.
 - e) Proof of Community support (i.e. Letters of support, etc)
 - f) A list of direct and indirect benefits to the community.
- 7.2 In addition to submitting a written request, groups seeking financial support may also be required to present their requests at an open meeting of Council. If a presentation is required, they will be booked by the Town administration at a date and time acceptable to Council.
- 7.3 All requests for In-Kind Donations must:
- a) be made in writing to the CAO's office; and
 - b) demonstrate the need for the specific request and identify a specific benefit and outcome.
- 7.4 Applications will only be considered if funding is available.
- 7.5 Council has the final approval authority and the decision cannot be appealed.
- 7.6 All requests will be considered by 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.



**POLICY NO. 46-2021
Sponsorship Policy
Town of High Prairie**

Amendments:

This Policy may, from time to time, may be amended by a majority vote of Council, at a regularly scheduled Council meeting.

Approved by Council this 26th day of January, 2021



Mayor Brian Panasiuk



CAO Rod Risling



**Schedule A
Sponsorship Request**

**APPLICATION FORM
For the
Town of High Prairie**

The contents of this application are considered public information and may be released upon request.

Legal Name of Organization: _____

Mailing address: _____

Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Contact Person: _____

Position: _____

Registered Society: Yes ☐ No ☐

Society Registration Number: _____

Is your society in good standing with the Registrar: Yes ☐ No ☐

Total Request (in dollars): \$ _____

Which of the below items best describes your proposal (Check all that apply):

- ☐ Event Program Capital Project
- ☐ Arts and Culture Recreation and Sports
- ☐ Environmental, Social and Educational
- ☐ Other: _____

Participants/beneficiaries will primarily be:

- ☐ Youth
- ☐ Seniors
- ☐ Disadvantaged Persons
- ☐ Arts and Culture Recreation and Sports
- ☐ Environmental, Social and Educational

Declarations

I hereby declare that if our organization is successful in obtaining funding from the Town of High Prairie that we give the Town of High prairie the right to review the project or event for which the monies were obtained to ascertain whether monies received were used for the stated purpose(s) set out in this application.

Signature: _____

Position: _____



General Information

1. Describe the operation and history of your organization:
2. Describe the specific activity to which the sponsorship would be applied:
3. List any organizations with whom you will collaborate or partner in the event or project and the contribution of each partner.
4. Please indicate how your organization will recognize the Town of High Prairie's contribution to your project or event.
5. Provide a budget with revenues & expenses for the project
6. What is the completion date of the project?
7. Please list any assistance your organization has received from the Town of High Prairie in the previous years.

All applicants seeking assistance greater than \$1,000.00 must provide:

In the event that the full amount of the assistance is not used for the purpose stated on the application or is no longer required for the project or event described, remaining funds must be returned to the Treasurer of the Town of High Prairie.

Initial to acknowledge: _____

The applicant will keep proper books of accounts of all receipts and expenditures relating to the project or event for which assistance is provided and will submit them at the conclusion of the initiative along with an evaluation report. The report is a full description of the implementation of the project or event. Details should include how many individuals accessed or participated in the activity and what the benefits were to the community. The evaluation report should be received by the Town within 30 days of the conclusion of the project or event.



**POLICY NO. 46-2021
Sponsorship Policy
Town of High Prairie**

No further request for assistance from the organization will be accepted until such time as the report has been received and reviewed by the Town of High Prairie.

Initial to acknowledge: _____

The project, program, service or event may not be represented as an activity of the Town of High Prairie and the applicant does not have authority to represent itself as an agency of the Town.

Initial to acknowledge: _____

Two handwritten signatures in blue ink are located at the bottom right of the page. The first signature appears to be "RA" and the second appears to be "BP".