

Function: Community and Protective Services- 02
Department: Community Services-020
Policy #: 002



Donations & Sponsorships

Effective Date: April 25, 2019
Review Date: April 25, 2024
Cancels: Policy #278 Sponsorship Requests - Arts/Culture/Athletic Achievement;
Policy #279 Sponsorship Requests – Community Special Events;
Policy #280 Donation Requests – Door Prizes and Silent Auction Items;
Policy #281 Sponsorship Requests from Organizations Outside of the County.
Resolution #: 259-19

CAO Signature: 

Purpose: Council believes it is important for the County to support community activities and events. The primary overarching purpose of this policy is to safeguard the County’s corporate values, image, assets and interests, and to provide Council and Administration with guidelines and criteria for the provision of solicited donations and/or sponsorship of community activities and events. This policy will enable the County to manage requests in a fair and organized manner.

Guidelines:

1. General
 - 1.1. Only written requests will be considered and must be made by either a community organization/agency or include a letter of support from same. Requests may be directed to an Elected Official or through Administration. The request must include:
 - 1.1.1. the activity/event description;
 - 1.1.2. the date of the activity/event;

- 1.1.3. the audience being served;
 - 1.1.4. an indication of who will benefit from any profits;
 - 1.1.5. a project budget is not required with the initial request, but may be requested by Administration;
 - 1.1.6. if the request is for promotional items, please specify the quantity of items you require.
- 1.2. The maximum amount of funding provided for donations and sponsorships annually is subject to annual budget allocations. Note that due to inventory and budget, not all requests can be accommodated.
- 1.3. Requests for donations and/or sponsorships will be considered by the County Manager or designate. Donations and/or sponsorships in excess of the maximums provided for within this policy, may be approved by resolution of Council.
- 1.4. Administration will provide an annual report to Council on the provision of sponsorship requests, decision and budget.
- 1.5. The activity/event must support the interests and objectives of Lac Ste. Anne County and the applying organization/agency must service Lac Ste. Anne County ratepayers.
- 1.6. The County will not sponsor, either directly or through a third-party agreement any activity/event that:
- 1.6.1. conveys a negative message that might be deemed prejudicial to groups/individuals through the Canadian Charter of Rights & Freedoms;
 - 1.6.2. promotes alcohol and other addictive substances at venues primarily for youth;
 - 1.6.3. presents demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or wide spread offence;
 - 1.6.4. endorses political organizations or campaigns;
 - 1.6.5. requests for on-going support; or
 - 1.6.6. supports companies whose reputation could prove detrimental to the County's public image.

- 1.7. Acknowledgement of support from Lac Ste. Anne County through various means such as printed materials, social media, public website, signage, and verbal recognition is required. Any use of the Lac Ste. Anne County Logo and other visual must conform to County policy and standards. The County reserves the right to require supporting documentation that confirms the county received good exposure.
 - 1.8. Receipt of complementary tickets/entries as a result of donation and/or sponsorship shall be distributed at the direction of the County Manager or designate.
2. Door Prizes & Silent Auction Items
 - 2.1. For the purpose of a “Door Prize” a gift certificate for a weekend camping experience at a County-owned campground facility, County promotional item(s) to a maximum approximate value of \$50.00, and a Lac Ste. Anne County History Book may be donated.
 - 2.2. For the purpose of a “Silent Auction” item a gift certificate for a week-long camping experience at a County-owned campground facility, County promotional item(s) to a maximum approximate value of \$150.00, and a Lac Ste. Anne County History Book may be donated.
3. Community Special Events
 - 3.1. Provision of “in-kind” services may be provided but will be based on the availability of County resources and staffing.
 - 3.2. The maximum amount of funding provided per event/activity will be \$250.00, subject to annual budget considerations.
4. Arts, Culture, Athletic Achievements for Youth
 - 4.1. Sponsorship will only be provided for provincial level or higher achievements.

- 4.2. Eligibility for the purpose of Arts, Culture, and Athletic Achievements for Youth will be limited to youths under the age of 18.
- 4.3. Dependent upon level, sponsorship applications may be awarded up to:
 - 4.3.1. Provincial level = \$100.00 per team or event, subject to annual budget considerations;
 - 4.3.2. National level = \$250.00 per team or event, subject to annual budget considerations;
 - 4.3.3. World level = \$500.00 per team or event, subject to annual budget considerations.
5. Donations to Private Event Fundraisers
 - 5.1. Donations to private event fundraisers for special circumstances (i.e. fire, illness, etc.) may be considered, and is subject to annual budget consideration.
6. Sponsorship to Charity Initiatives Through 3rd Party Entity
(e.g. Ste. Anne Gas Co-op Golf Tournament for Kids with Cancer, Friends of Lac Ste. Anne Foundation – Pleasant View Lodge Lock Up).
 - 6.1. Sponsorship levels will be determined on a case-by-case basis but will typically be to a maximum level of \$500.00, and is subject to annual budget consideration.
 - 6.2. A door prize, silent auction item and/or promotional items for swag bags may be provided in addition to the cash sponsorship, subject to inventory and annual budget consideration.
7. Events Outside of Lac Ste. Anne County
 - 7.1. The application must demonstrate a direct benefit to Lac Ste. Anne County.
 - 7.2. The maximum funding provided per activity/event will be \$250.00, subject to annual budget allocations.
8. Promotional Items for Swag Bag

- 8.1. Promotional items may be provided, subject to inventory and annual budget considerations.
9. Advertising Spots – Publications
(e.g. SOS Safety Magazine, Hospital Veterans Journal, Elementary Safety Book for Children, Community Drug Alert, Hospital Activity Book for Children, etc.)
 - 9.1. Purchasing advertising spots will be determined on a case-by-case basis with consideration to the following:
 - 9.1.1. the purpose and objectives of the organization and/or publication
 - 9.1.2. how and where publications are provided throughout Lac Ste. Anne County, and frequency of publication.
 - 9.2. The maximum funding provided per publication will be \$250.00, subject to annual budget allocations.
10. Conference/Convention Attended by Staff or Council
 - 10.1. A door prize, silent auction item or cash donation may be provided on a case-by-case basis and is subject to inventory and annual budget consideration.