

Title: GREENVIEW SPONSORSHIPS

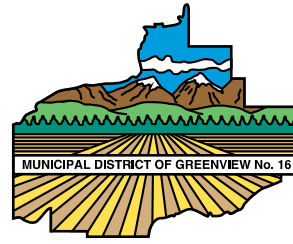
Policy No: 1026

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MUNICIPAL DISTRICT OF GREENVIEW NO. 16

Purpose: The purpose of this policy is to establish guidelines for recognition of grant funding received from Greenview for community events, initiatives and projects. Greenview Council is committed to building strong, vibrant communities that meet the needs of Greenview ratepayers.

DEFINITIONS

Communications Materials means materials which are developed to support the communication and general awareness of a project, product or service such as, newsletters, literature, publications, websites, social media postings, press releases, public service announcements, or fact sheets.

Promotional Materials (Promo) means articles of merchandise that are branded with a logo used in marketing and communication programs. These items are donated to charitable groups or given away to the public to promote an organization.

Marketing Collateral (Collateral) means the collection of media used to support marketing campaigns to promote a program or service. The goal is to sell target audiences and includes, brochures, rack cards, posters, print and web ads.

POLICY

1. Grant recipients should acknowledge funding support from Greenview in all communications materials, media coverage, and verbal promotion pertaining to the event, program, or project being supported by the grant.
2. Grant recipients agree that all related communications materials and marketing collateral, including signs, websites, posters, etc. will contain a visible, current and official Greenview logo. Official logo files are available through the Communications Department and must be used in accordance with Greenview's visual standards guidelines. The Greenview logo should only be used in reference to the event/program/project.
3. If grant funding is supporting an event, the recipient shall obtain from Greenview, a Greenview banner for prominent display during the event and to recognize the support of Greenview through verbal acknowledgement during the event. Recognition of funding shall be in accordance with Procedure 1.
4. Grant recipients are encouraged to tag the M.D of Greenview in social media posts (Facebook, Instagram, Twitter) in recognition of grant support.
5. Unless the event or program has an established tiered sponsorship, the tiered guidelines for recognition in Procedure 1 shall apply, contingent on the level of Greenview funding.

6. If grant funding is supporting an event or program that involves tiered sponsorship, organizations should contact Greenview’s Communications Department to outline the deliverables within their sponsorship recognition framework.
7. All costs of printing, advertising, signage and other promotional activities related to grant recognition are the responsibility of the recipient.
8. A presentation to Council and a Cheque photo are required for grants over \$5,000 and should be coordinated through Greenview Administration.
9. Grant recipients may not identify as agents of the M.D of Greenview in any way.
10. Greenview reserves the right to use any information related to the organization and the grant assistance provided in its promotions and advertising. The use of such information will be at the discretion of Greenview and may be done so upon notification to the organization by Greenview Administration.
11. This Policy does not apply to operational grants.

PROCEDURE

1. Greenview shall apply the following tiered sponsorship to program, event and project grants:

Tier	Sponsorship Amount	Recognition Required
3	Under \$5,000	<ul style="list-style-type: none"> • Recognition in any print material • Recognition in media advertising (Optional) • Verbal recognition at event • Greenview Banner (may be supplied by Greenview)
2	\$5,000-25,000	<ul style="list-style-type: none"> • Recognition in print material and media advertising • Verbal recognition at event • Greenview Banner (printed by the event organizer at their own cost) • Delegate attendance (Optional) • Presentation to Council and Cheque photo
1	Greater than \$25,000	<ul style="list-style-type: none"> • Recognition in print material and media advertising • Verbal recognition • Greenview Banner (printed by the event organizers at their own cost) • Permanent signage paid for by the recipient • Delegate attendance • Presentation to Council and Cheque photo

2. For all promotion, communications and acknowledgement of Greenview, the primary contact is the Communications Officer.
3. Council Meeting delegations must be arranged by contacting Greenview one month prior to the scheduled meeting date.
4. Promotional recognition must be coordinated at least one month prior to the scheduled event or as soon as funding has been awarded.