

**Title: Greenview Sponsorships and Donations**

**Policy No: 8004**

**Effective Date: October 12, 2021**

**Motion Number: 21.10.518**

**Supersedes Policy No: None**

**Review Date: October 12, 2024**



**Purpose:** To establish guidelines for responding to donation requests to not-for-profit organizations, registered societies and one-time annual events.

## 1. DEFINITIONS

- 1.1. **CAO** means the Chief Administrative Officer of Greenview.
- 1.2. **Donation** means cash or in-kind contributions made to local not-for-profit groups or organizations.
- 1.3. **Greenview** means the Municipal District of Greenview No. 16.
- 1.4. **Sponsorship** means a mutually beneficial arrangement or partnership between Greenview and organizations wherein Greenview contributes funds to support single events and functions in return for recognition, acknowledgement and/or other promotional considerations.

## 2. POLICY STATEMENT

- 2.1. The organization should be a not-for-profit organization or a registered society qualify for the Greenview Sponsorships and Donations funding.
- 2.2. Sponsorships for for-profit organizations, for items that are community events or functions that are charitable not profitable ventures may be approved at the discretion of Council.
- 2.3. The event or donation must be beneficial to Greenview residents.
- 2.4. The event must be non-political in nature.
- 2.5. Organizations should be limited to one Greenview Sponsorships and Donations funding request per calendar year.
  - A) Requests in excess of one Sponsorship and Donation in a single calendar year will be reviewed and approved at the discretion of Council.
- 2.6. Administration will provide an update to Council regarding sponsorships and donations approved by the CAO in the monthly manager's report.

- 2.7. Greenview requires successful Greenview Sponsorships and Donations applicants to provide recognition of the funding from Greenview in their event promotion and/or advertising, including the use of Greenview branding where appropriate and in accordance with Greenview's Sponsorship Policy.
- 2.8. Greenview Sponsorships and Donations applicants are encouraged to seek other revenue opportunities. Greenview may provide not-for-profit organizations or registered societies with a letter of support.
- 2.9. Greenview Sponsorships and Donations are subject to Council Approval.
- 2.10. This Policy does not apply to Community Grants, which must follow the requirements of the Community Grants Policy 8002.

### 3. PROCEDURE

- 3.1. All applicants will be required to file a Sponsorship & Donation Application Form, which is available through Greenview's website.
- 3.2. The applicant shall ensure that any attachments provided are clearly marked with the organization's legal name to facilitate matching your backup documents to the application.
- 3.3. Greenview Sponsorships and Donations requests should be provided to Greenview Administration no fewer than 60 days preceding the event.
- 3.4. Greenview Administration will notify applicants within 14 days of their request being approved or denied by Greenview Council.
- 3.5. Donations under \$2,000.00 do not require any further sponsorship recognition. Promotion may be requested at the discretion of Administration.
- 3.6. All sponsorship or donation requests will be received by the Community Services Coordinator for proper Council approval. Communications department will assist successful applicants in coordinating recognition and advertising for the event.
- 3.7. The CAO, or designate, has the delegated authority to approve a sponsorship or donation for a single event up to a maximum of \$1,000.00.
- 3.8. Sponsorships or donations in excess of \$1,000.00 will be approved at the discretion of Council.
- 3.9. Council may at its discretion consider requests for amounts greater than the prescribed maximum outlined in Schedule A.