

Title: Greenview Support Recognition

Policy No: 8000

Effective Date: April 9, 2024

Motion Number: 24.04.183

Supersedes Policy No: 1026

Department: Community Services

Review Date: April, 2027



Legal References:

Not applicable

Cross References:

- Policy 8015 "Community Impact Grant"
- Policy 8013 "Regional Sustaining Grant"
- Policy 8012 "Sponsorship"
- Policy 7003 "Greenview Logo Use"

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

1. DEFINITIONS

- 1.1. **Greenview** means the Municipal District of Greenview No.16.
- 1.2. **Communications Materials** means materials which are developed to support the communication and general awareness of a project, product, or services, such as, newsletters, literature, publications, websites, social media postings, press releases, public services announcements, or fact sheets.
- 1.3. **Promotional Materials (Promo)** means articles of merchandise that are branded with a logo used in marketing and communications programs. These items are donated to charitable groups or given away to the public to promote an organization.
- 1.4. **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.
- 1.5. **Recipient** means the individual(s) or organization(s) receiving grant or sponsorship funding awarded by Greenview.

2. POLICY STATEMENT

- 2.1. Recipients should acknowledge funding support from Greenview in all communications materials, media coverage, and verbal promotion pertaining to the event, program or project as outlined in Section 3.
- 2.2. 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 and Marketing

Department and must be used in accordance with the Greenview Logo Use Policy. The Greenview logo should only be used in reference to the event/program/project.

- 2.3. If funding is supporting an event, the Recipient shall obtain from Greenview, a municipal banner for prominent display during the event to recognize the support of the municipality and through verbal acknowledgment during the event. Recognition of funding shall be in accordance with procedure 1.
- 2.4. Recipients are encouraged to tag Greenview in social media posts (Facebook, Instagram, Twitter) in recognition of financial support.
- 2.5. Unless the event or program has an established tiered sponsorship, the tiered guidelines for recognition in Section 3 shall apply, contingent on the amount of funding awarded by Greenview.
- 2.6. If 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.
- 2.7. All costs of printing, advertising, signage, and other promotional activities related to the recognition as outlined in Section 3 are the responsibility of the Recipient.
- 2.8. A presentation to Council and a cheque photo may be required for funding over \$5,000.00 and should be coordinated through Greenview Administration.
- 2.9. Grant Recipients may not identify as agents of Greenview in any way.
- 2.10. Greenview reserves the right to use any information related to the organization and the funding assistance to the organization in its promotions and advertising. The use of such information will be at the discretion of the municipality and may be done so upon notification to the organization by the municipality.

3. RECOGNITION TIERS

3.1. Greenview shall apply the following recognition tiers for all grant and sponsorships

Tier	Funding Awarded	Recognition Required
Premier	Over \$10,000.00	<ul style="list-style-type: none"> • Delegate tickets to event/promotional items. • Recognition in print material and media advertising. • Verbal recognition at the event. • Greenview banner to be displayed at the event. • Possible photo-op & cheque presentation with Council.
Partner	\$2,500.00 - \$10,000.00	<ul style="list-style-type: none"> • Recognition in print material and media advertising. • Verbal recognition at the event.

		<ul style="list-style-type: none"> • Greenview Banner to be displayed at the event. • Possible photo-op & cheque presentation with Council.
Community Support	\$100.00 - \$2,499.00	<ul style="list-style-type: none"> • Recognition in print material and media advertising. • Verbal recognition at the event. • Possible photo-op & cheque presentation with Council

- 3.2. For all promotions, communications, and acknowledgment of Greenview, the primary contact is the Manager of Communications and Marketing.
- 3.3. Council meeting delegations must be arranged by contacting Greenview one month prior to the scheduled meeting date.
- 3.4. Promotional recognition must be coordinated at least one (1) month prior to the scheduled event or as soon as funding has been awarded.

4. COUNCIL RESPONSIBILITIES

- 4.1. At Council's discretion other forms of recognition may be requested.

5. ADMINISTRATION RESPONSIBILITIES

- 5.1. Administration shall advise successful ~~grant~~ Recipients of the required recognition, as outlined in the recognition table above.
- 5.2. Administration shall distribute event tickets accordingly.
- 5.3. Administration shall coordinate cheque presentation photo opportunities accordingly.
- 5.4. Administration shall review and approve all logo use requests as per the Greenview Logo Use Policy.
- 5.5. Administration shall ensure a Greenview banner is available to display at the event, as required.