

<b>Department:</b> <b>Government Services</b>	<b>Section:</b> <b>Council</b>
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## CC-02 Council Sponsorships

### Policy Statement

Leduc County recognizes the importance of supporting residents and organizational events or functions that provide services to County residents.

Support of various projects provides an opportunity for the County to provide funds to groups and individuals that recognize and promote Leduc County thereby increasing the County's profile.

### Definitions

"*Sponsorship Committee*" means members of administration or Council assigned to receive and evaluate applications.

"*Sponsorship*" means the act of supporting an event, activity, person or organization financially or through the provision of products or services.

### Policy Authority

1. The Director of Community Services will be responsible for the management and review of this policy.
2. The Director of Community Services is responsible for maintaining and updating this policy and ensuring that the appropriate resources are available to meet the service levels.

### Standards

1. County Council approves the budget for sponsorship funding support through the annual budget process.
2. A sponsorship committee will be established consisting of two (2) members of administration and two (2) members of Council.
3. Requests will be reviewed quarterly (Jan, March, June, Sept) as determined by administration.
4. Funding proposals will be considered for 1 – 3 years of funding. All approvals are conditional and may be cancelled at the discretion of Leduc County.
5. Administration will prepare all applications for review and consideration by the Sponsorship Committee. All final funding approvals will be as directed by Council.
6. Silent auction and promotional gifts will be addressed through the Recognition/Commemorations Policy.
7. The sponsorship committee will complete a merit based evaluation review process that will inform County decision.
8. All applicants will be notified of their status within 45 days of their application deadline.

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9. Grant recipients must acknowledge and demonstrate the support of Leduc County.
10. Applications, criteria and guidelines will be available on the Leduc County website.

### **Policy Responsibilities**

#### Council

1. County Council approves the budget for sponsorship funding support through the annual budget process.
2. All final funding approvals will be as directed by Council.

#### Administration

1. The Sponsorship Committee will lead the administration of applications, criteria, review process and recommendation to Council.
2. Administration will prepare all applications for review and consideration by the Sponsorship Committee.

### **Monitoring & Updating**

This policy will be reviewed every 3 years.

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