

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

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

**Policy 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 (January, March, June, September) 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.
9. Sponsorship 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 responsibilities:*

Council will,

- Approve the budget for sponsorship funding support through the annual budget process.
- Provide final funding approvals.

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*Administration responsibilities:*

Administration will,

- Lead the Sponsorship Committee in the administration of applications, criteria, review process and recommendations to Council.
- Prepare all applications for review and consideration by the Sponsorship Committee.

*Director of Community Services will,*

- Manage and review this policy.
- Maintain and update this policy and ensure that the appropriate resources are available to meet the service levels.

**Monitoring and updating**

- This policy will be posted on Leduc County’s website.
- This policy will be reviewed at least once every four years.

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