

Town of Bonnyville

POLICY TITLE: EVENTS SPONSORSHIPS AND DONATIONS POLICY		
NEW POLICY NO. 24-FN-100		
ORIGIN/AUTHORITY: Town of Bonnyville Finance Department	ADOPTED BY: Town of Bonnyville – Council August 27, 2024	EFFECTIVE DATE: January 1, 2025
REVISION DATE:		

Purpose:

The purpose of this policy is to establish guidelines for responding to event sponsorship and donation requests that do not meet the criteria of other Town Grants.

Policy Statement:

The Town of Bonnyville receives requests for financial support from organizations for a variety of events and fundraising initiatives. These may be in the form of a request for a donation or a sponsorship, or as a request by the applicant that the Town purchase tickets or pay for enrolment for attendance or participation at an event. These are often requests where:

1. It is not reasonable or practical to require the applicant to submit a grant funding application;
2. The level of funding requested is lower than what Town event grant programs are designed to provide; or
3. The event is not eligible under the Town event grant program.

To this end, the Town has established this policy to ensure that these types of requests are handled in a consistent, transparent, and efficient manner.

Definitions:

“**Council**” means the Council of the Town of Bonnyville, in the Province of Alberta.

“**Chief Administrative Officer**” means the person appointed by Council to carry out the powers, duties, and functions of the position of Chief Administrative Officer, or the person appointed to act as their designate.

“**Event Sponsorships and Donations**” means financial contributions made to an applicant organization in the form of a donation or a sponsorship, or the purchase of tickets, tables, or enrollment into a sporting or other participatory event. This does not include in-kind services.

“**Town Grant Programs**” shall mean both formal grant programs established by a Town of Bonnyville department, as well as informal practices of providing funding contributions that fall within the scope of the respective department’s mandate and program delivery.

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Principles:

- On an annual basis, the Town may make funds available for **Event Sponsorships and Donations**. Funds will be provided on a first come, first serve basis. The following events will be generally considered for **Event Sponsorship and Donations**:
 - Golf Tournaments
 - Fundraising Dinners and Banquets
 - Awards Dinners
 - Conferences
 - Events Outside the Town of Bonnyville Municipal Boundaries
- Some requests may not be funded.
- The event must be non-political in nature.
- Organizations shall be limited to one funding request per year under this policy.
- Normally, requests of this type will be considered for up to \$1,500.00 in funding.
- Requests exceeding \$1,500.00 will be forwarded to Council for consideration with a recommendation from Administration.
- Requests may be directed to other **Town Grant Programs**, when appropriate.
- The Town will review and approve requests on a case-by-case basis, at the discretion of Administration and **Council**.
- Administration will provide **Council** with a listing of approved Sponsorships and Donations on a monthly basis.
- Should the annual budget for Event Sponsorships and Donations be exhausted, further requests may be referred to Council with a recommendation from Administration.

Procedures:

1. All applicants will be required to forward a letter requesting funding to the Chief Administrative Officer or their delegate outlining the event and the funding amount requested.
2. The applicant shall attach any relevant information pertinent to the event to the letter of request.
3. Requests should be submitted to the Town of Bonnyville no fewer than 30 days preceding the event.
4. Applicants may be required to attend a Council meeting as a delegation to present their request.

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5. When reviewing requests for funding, the following factors will be considered:
 - Economic Benefit to the Town
 - Supports One or More of the Town of Bonnyville’s Strategic Plan Priorities which include:
 - Economic Growth
 - Recreation and Wellness
 - Communications
 - Value Added Services
 - Service Excellence
 - Other factors that may provide a benefit to the Town and Citizens of the community

6. Town of Bonnyville Administration will notify applicants within 14 days of their request being approved or denied by the Town of Bonnyville.

7. Sponsorship requests may be required to provide recognition in accordance with the Grant Recognition Policy No. 22-FN-084.

Approved by:	Date Signed:
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