

Town of Bonnyville

POLICY TITLE: SPONSORSHIPS AND DONATIONS POLICY		
NEW POLICY NO. 22-FN-083		
ORIGIN/AUTHORITY: Town of Bonnyville Finance Department	ADOPTED BY: Town of Bonnyville – Council December 13, 2022	EFFECTIVE DATE: January 1, 2023
REVISION DATE: January 23, 2024		

Purpose:

The purpose of this policy is to establish guidelines for responding to donation or sponsorship requests from not-for-profit organizations, registered societies and one-time annual events.

Definitions:

Sponsorships and Donations mean a funding designed to assist not-for-profit organizations and societies with capital and operational costs for programs or projects that provide social or economic benefits to the Town of Bonnyville and its residents.

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.

Donations under \$2,000.00 do not require sponsorship recognition, however, recognition in accordance with this Policy may be requested at the discretion of Administration.

Policy

1. The organization should be a not-for-profit organization or a registered society to qualify for the Town of Bonnyville Sponsorships and Donations funding.
2. The event or donation must be beneficial to Town of Bonnyville residents.
3. The event must be non-political in nature.
4. Organizations shall be limited to one Town of Bonnyville Sponsorship and Donation funding request per calendar year.
5. The Town of Bonnyville requires successful Town of Bonnyville Sponsorship and Donation applicants to provide recognition of the funding from the Town of Bonnyville in their event promotion and/or advertising, including the use of the Town of Bonnyville branding where appropriate and in accordance with the Town of Bonnyville guidelines.
6. Town of Bonnyville Sponsorship and Donation applicants are encouraged to seek other revenue opportunities. To assist with this, the Town of Bonnyville may provide not-for-profit organizations or registered societies with a letter of support.

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7. Town of Bonnyville Sponsorships and Donations are subject to Council Approval for requests in excess of \$250.00. Applications requesting funding in excess of \$250.00 shall be brought to an open Council meeting with a recommendation for decision by resolution based on "Schedule A" – Community Sponsorship and Donation Schedule, as amended from Council from time to time.

8. This Policy does not apply to Community Grants, which must follow the requirements of the Community Grants Policy No. 22-FN-082

Procedure



1. All applicants will be required to file a Sponsorship and Donation Application Form, which is available through the Town of Bonnyville website: www.town.bonnyville.ab.ca or at the Town of Bonnyville Administration Office located at 4917-49 Avenue.

2. The applicant shall ensure that any attachments provided are clearly marked with the organization's legal name to facilitate matching their backup documents with the application.

3. Town of Bonnyville Sponsorship and Donation requests should be submitted to the Town of Bonnyville Administration no fewer than 30 days preceding the event.

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

5. Sponsorship requests in excess of \$2,500.00 will be required to provide recognition in accordance with the Grant Recognition Policy No. 22-FN-084.

Approved by: 	Date Signed: January 23, 2024
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**“Schedule A”
Community Sponsorship and Donation Schedule
(includes, but is not limited to)**

Event Category	Schedule
Local Annual Events including golf tournaments, etc.	Up to \$250.00 or as approved by Council
Association Conferences (where municipal staff are members and participating)	\$1,500.00 sponsorship amount for a session, break and or silent auction item as determined by the General Manager
Local/Regional Events which will attract tourists/visitors to the Town	Up to \$5,000.00 or as approved by Council
Teams participating in Provincial Championships	Maximum of \$250.00
Local Sport Associations, Teams and Community Groups	Up to \$250.00 or as approved by Council With an option for participation by the group in the Spring Clean Up to raise additional funds
School Graduations	Maximum of \$250.00 With an option for participation by the group in the Spring Clean Up to raise additional funds
Annual Charitable Activities (Christmas, Thanksgiving Meals)	Maximum of \$500.00 or as approved by Council
Career Expos	Maximum of \$500.00 or as approved by Council
Recognition of Milestone Events (anniversaries, birthdays)	Plaque donation
Memorial Donations for Outstanding Contributions for Long-time Service to the Community	Maximum of \$250.00
This schedule does not exclude Council from making a motion to purchase tickets or tables to participate in local or regional events which will be considered separately from the general sponsorship or donation requests noted above.	