



6902 – Corporate Sponsorship

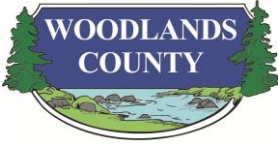
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1. PURPOSE

- 1.1 To establish guidelines to provide a consistent and efficient process to address requests for sponsorship support from organizations or individuals. These requests must not be eligible for other existing grants available from Woodlands County.

2. POLICY DETAILS

- 2.1 Woodlands County recognizes the importance of supporting non-profit community groups, societies, and individuals that are looking to build community in Woodlands County. Through sponsorship, our municipality becomes a more vibrant, active, diverse, caring, and safer community
- 2.2 Persons and Organizations providing events, activities, or engaging in any of the following are all eligible to be considered for sponsorship support.
 - a. Recreation
 - b. Arts & culture
 - c. Education
 - d. Fitness and healthy living
 - e. Agriculture activities
 - f. Forestry activities
 - g. Outdoor activities
 - h. Local craft and farmer’s markets
 - i. Business and industry
 - j. Tourism and destination promotion
 - k. Fundraising for certified non-profits
 - l. Other activities that can be seen to build community or raise the profile of the County or its residents.
- 2.3 The following is a list of possible types of requests that the County may receive and that would have to be considered under this Policy. This list is not exhaustive.
 - a. Promotional item donations – an inventory of Woodlands County branded promotional items is maintained by the County for the purpose of providing

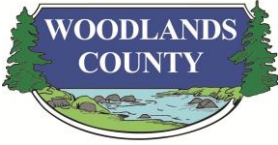


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- giveaways, silent auction items, door prizes, gifts for dignitaries and guest speakers
- b. Event support – promotional items, use of County tents, in-kind donations of services, equipment, traffic control, road grading, site preparation, use of County picnic tables and garbage cans
 - c. Individual support - providing promotional items, cash and/or in-kind sponsorship
 - d. Travel support/ travel expenses - providing promotional items, cash and/ or in-kind sponsorship
 - e. Trophy support - Woodlands County may purchase and provide branded trophies to recognize recipients of awards designated by external organizations
 - f. County pins - Pins may be provided for both individuals and groups that are visiting the County and those who may be representing the County at an external event

3. DEFINITIONS

- 3.1 Budget – the current annual operating budget approved by Council.
- 3.2 County – Woodlands County as a municipal corporate and the geographical area within its jurisdiction boundaries, as the context requires.
- 3.3 County pins – any variety of lapel and other types of pins that the County may purchase as promotional items.
- 3.4 Gift/ retail items – higher quality items that are provided as gifts to guest speakers, dignitaries, and representatives of external groups and can be provided as silent auction and door prizes.
- 3.5 Giveaway items – items that are low-value, quality items that are distributed at meetings, conferences, markets, trade fairs, and other events.
- 3.6 Executive items - high quality gifts that would be kept in limited stock and provided as more exclusive kinds of recognition.
- 3.7 In-kind – a contribution in the form of goods or services, rather than cash.
- 3.8 Promotional items – items ordered by the County that display the County logo or name.
- 3.9 Sponsorship – a mutually beneficial arrangement wherein an external party receives from Woodlands County; cash and/or in-kind services in return for commercial advantage or recognition. May take the form of publicity, promotional considerations, or other public mention.



4. PROCEDURES

When considering a sponsorship request, the following procedures shall apply:

- 4.1 All sponsorship contributions must be compliant with the Purpose, Policy Details, and Procedures defined in this Policy.
- 4.2 Sponsorship requests must be made in-writing to the Economic Development Officer with details regarding the intended use and expected outcome of the contribution for all requests over \$500.
- 4.3 Sponsorship requests below \$500 may be made verbally if there is enough supporting information and/or if a positive relationship exists with the requester.
- 4.4 Requests for support that are below \$1,000 in total value and that can be accommodated in an existing budget shall be approved by Administration.
- 4.5 Requests for support that range from \$1,001 to \$5,000 and that can be accommodated in an existing budget shall be approved through Council Committees.
- 4.6 Requests for support that are over \$5,000 and/or cannot be accommodated in an existing/approved budget line item, and/or are multi-year agreements, must be approved by Council.

5. ROLES AND RESPONSIBILITIES

5.1 Administration

Managers each have their respective budgets to manage. If a request can be accommodated within that department, the decision can be made by the Manager.

5.2 Council

Directs that requests requiring approval by Council should be submitted in writing for consideration at the earliest opportunity.

5.3 Council Committee

Directs that requests requiring approval by Committee should be submitted in writing for consideration at the earliest opportunity.

5.4 Economic Development Officer

Shall be consulted on all requests for Promotional Items as the inventory of these items is maintained through the Economic Development Budget.

5.5 Individual and/or Group

- a. All applicants for Sponsorship should provide their requests to County Administration as far in advance as possible.
- b. Shall uphold Woodlands County core values; all Sponsorship requests must be aligned with the Core Values indicated by Woodlands County in its Strategic Plan.