

Council Policy

Policy Number: [Legislative Services will complete this section]

Public Sponsorship Policy

Date Approved by Council:

Resolution No.:

Mayor:

Chief Administrative Officer:

1. Purpose

To establish the framework by which Sturgeon County both provides and receives sponsorship. It ensures sponsorships are managed consistently, transparently, and align with County values, protecting the County's interests and strengthening community benefit through responsible partnerships.

2. Revision History

<i>Approval Date</i>	<i>Revision Number</i>	<i>Modification</i>
<i>Year/Month/Date</i>	<i>1.0</i>	<i>New Document</i>

3. Persons/Areas Affected

- Council
- Chief Administrative Officer and County Administration
- Community organizations, not-for-profit organizations, and other external sponsors/applicants

4. Definitions

- **Administration:** The Chief Administrative Officer (CAO) or their delegates responsible for implementing and monitoring this policy.
- **CAO:** Chief Administrative Officer or their designate.
- **Council:** Council of Sturgeon County.
- **Incoming Sponsorship:** Support received by the County from an external party, in exchange for public recognition or marketing opportunities associated with County assets, programs, or events.
- **In-Kind Sponsorship:** Non-monetary support such as goods, services, or facility use.
- **Recognition:** Public acknowledgment agreed to as part of the sponsorship (e.g., signage, branding, program mentions).
- **Outgoing Sponsorship:** Sturgeon County support to an eligible external party, in exchange for recognition of the County's contribution.
- **Sponsor:** The entity providing financial or In-Kind Sponsorship in exchange for public recognition or marketing opportunities.

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- **Sponsorship:** A reciprocal documented arrangement where Sturgeon County provides or receives financial or In-Kind Sponsorship in exchange for agreed recognition, marketing, or public association.
- **Sponsorship Recipient:** The party receiving financial or In-Kind Sponsorship.

5. Policy Statement

This policy applies exclusively to sponsorship arrangements, being reciprocal agreements involving recognition and financial or in-kind support. It does not apply to grants, philanthropic donations, procurement contracts, or paid advertising sales.

This policy also governs sponsorship arrangements that include naming rights for County facilities, spaces, programs, or events, unless otherwise directed by Council through bylaw or resolution.

Council shall approve any sponsorship agreement that includes naming of an entire County-owned facility or major asset, regardless of value.

Sturgeon County recognizes the value of sponsorship as a means to enhance community programs, services, and assets. The County will enter into, provide, or accept sponsorships only when they are mutually beneficial, transparent, and do not compromise public interest or County integrity.

6. Sponsorship Processes

6.1 Outgoing Sponsorship (County as Sponsor)

6.1.1 Eligibility and Exclusions:

- Eligible: Events, programs, or projects that primarily serve Sturgeon County with broad community benefit and visibility and are generally open to the public.
- Sponsorship will not be provided to political organizations or to religious groups, except where non-sectarian community service is the clear purpose.
- Any sponsor or recipient that creates a conflict of interest, poses reputational, ethical, or legal risk to the County, or seeks to promote products/services contrary to County values, standards, or bylaws, is not eligible.

6.1.2 Request and Assessment:

- Written request stating intended recognition for the County, alignment with County values, anticipated impact, and scope shall be submitted for consideration.
- Applications shall be submitted to Administration in a form prescribed by the CAO.

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- All sponsorship approval thresholds are based on cumulative annual value attributed to related events or programs. Applications may be referred to Council at the discretion of the CAO or designate.

6.1.3 Approval:

Value	Approval Authority
Up to and including \$10,000	CAO or designate
Over \$10,000	Council

6.1.4 Recognition and Obligations:

For sponsorships of \$5,000 or greater, recipients shall submit a brief report to Administration confirming delivery of recognition, event outcomes, and use of funds.

6.2 Incoming Sponsorship (County as Recipient)

6.2.1 Eligibility & Suitability:

- Sponsorships must align with County strategic goals, programs, events, or assets and support the public interest or provide a community benefit.
- Sponsorships will not be accepted if the offer presents a conflict of interest, is associated with reputational risk, or would imply County endorsement of a product or service contrary to County values or legal requirements.

6.2.2 Assessment:

- All arrangements shall be reviewed for suitability, risks, value, public interest, and compliance in accordance authorities established by the CAO.

6.2.3 Approval:

Value	Approval Authority
Up to and including \$25,000	CAO
Over \$25,000 or Naming Rights	Council

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7. Responsibilities

7.1.1 Council shall:

- Approve this policy and all sponsorship agreements at or above established thresholds, or where reputational/public risk is present.
- Ensure oversight and public transparency.

7.1.2 CAO/Administration shall:

- Establish and periodically review the County's approach to sponsorship, including risk tolerance and alignment with community priorities.
- Administer, evaluate, and manage sponsorship opportunities and agreements.
- Ensure monitoring and compliance with policy.
- Maintain a central record of all sponsorship agreements and associated documentation.

7.1.3 Applicants/Sponsorship Recipients and Sponsors shall:

- Fulfill all obligations for recognition and agreement terms.
- Provide all required reporting and information to the County upon request.
- Disclose any conflict of interests prior to Sponsorship or receipt of Sponsorship.

8. Review

This policy shall be reviewed once every four years, or sooner at the direction of Council.

9. Cross Reference

- Procurement Policy
- Council Public Relations Policy
 - This policy operates in coordination with the Council Public Relations Policy. Where a sponsorship arrangement (financial or in-kind support, including recognition benefits) is initiated by Council as part of Public Relations activities, it shall be reviewed, approved, and managed according to the procedures, thresholds, and risk assessment requirements of this policy. Routine promotional material donations and letters of support issued under the Council Public Relations Policy remain subject to that policy and do not require administration under this Public Sponsorship Policy unless formal sponsorship recognition, agreements, or financial commitments are involved.