

Policy Name: Donations and Sponsorships
Policy Number: FA-004
Policy Monitor: Senior Administrative Officer
Policy Approver: Town of Hay River Council
Policy Category: Financial Administration
Approval Date: April 8th, 2019
Motion Number: #19-118



1. PURPOSE

The purpose of this policy is:

- To provide Administration with clear direction in considering and responding to requests for donations and sponsorships
- To secure an open and transparent decision-making process for requests for donations and sponsorships
- To provide an accessible and equitable process for groups and organizations seeking donations and sponsorships
- To provide a process which allows Administration to maintain an equitable distribution of donations and sponsorships

The Town will implement and maintain a donations and sponsorship program with the purpose of demonstrating good corporate citizenship. Annually, the Town of Hay River will budget the amount of money it will expend for Donations and Sponsorships to support various community events, programs, and projects.

Grants are administered separately from Donations and Sponsorships. The *Community Enhancement Grant Program (Policy C-7)* provides direction for community groups seeking grants from the Town of Hay River.

Facility requests made through any joint-use agreement established between the Town of Hay River and other organizations are not subject to the terms and conditions of the Donations and Sponsorship policy.

2. DEFINITIONS

Donations refer to in-kind contributions only that might include providing promotional items, Town services, Town equipment and materials, and waiver of facility user/rental fees. They are not the result of a competitive grant proposal, nor are they payment for advertising opportunities.

Sponsorships refer to financial or in-kind contributions that will in most cases offer a promotional opportunity for the Town in alignment with reputation management or communication objectives. Where Town sponsorship has been approved, groups or organizations must recognize the Town of Hay River by using the Town logo on advertising and printing.

3. STATEMENT

A. BUDGETTING

As part of the annual Town of Hay River operational budget process, individual summarized budgets for both Donations and Sponsorships will be established through approval by Council.

B. ELIGIBLE/INELIGIBLE ITEMS

Town equipment, facilities, promotional items, and labour that are typically rented, sold or charged can be offered through a Donation agreement. In addition to these items, financial offerings can be made as part of Sponsorship agreements.

The following is an inclusive but not exhaustive list of items available through Donation and Sponsorship agreements:

1. Equipment:
 - Tables & Chairs
 - Portable BBQ
 - Tents
 - Proxima
 - Projection Screens
 - PA System
 - Sporting Equipment
 - Bleachers

2. Facilities (Full or partial rate reduction):
 - Aquatic Centre
 - Community Hall
 - Multipurpose Room
 - Doug Weitermann Hall
 - Arena
 - Curling Ice Surface (during periods it is not being leased by the Hay River Curling Club)
 - Ballfields
 - Fisherman's Wharf
 - Porritt's Landing
 - Firehall Meeting Space
 - Boardrooms

3. Town of Hay River Branded Promotional Items:
 - Clothing
 - Pins

4. Staff Labour

Ineligible Donation and Sponsorship items include:

- Vehicles and Mobile Equipment
- Safety Equipment
- Tools

C. REQUESTS FOR DONATIONS AND SPONSORSHIPS

All requests for Donations and Sponsorships must be made in writing using the *Application for Donation and Sponsorship Form* and provide supporting details on the benefit to the Town of Hay River. Applications must be submitted at least one month prior to the event.

Requests for Donations and Sponsorships should be concise and include the following:

- An outline of the project or event for which the Donation or Sponsorship is being requested and the expected outcome;
- The in-kind items and/or financial (Sponsorships only) support being requested together with a total budget or projected cost of the event;

Donations

The conditions to be met by organizations requesting Donations from the Town are as follows:

- Organization must be in good financial standing with Town of Hay River
- Organization and event must be based within the town of Hay River
- Monies raised must be used or distributed wholly within the town of Hay River except for Territorial or National Championships
- Organization must be not for profit
- Donation must not be to support the regular operations of the requesting organization
- The event associated with the Donation must support, sustain, promote, inform, educate, celebrate, preserve and/or provide access to the arts, culture, environment, tourism and economic development, community development, heritage, youth, children, elders, recreation and/or healthy living activities

Sponsorships

The conditions to be met by organizations requesting Sponsorships from the Town are as follows:

- Organization must be in good financial standing with the Town of Hay River
- The event associated with the Sponsorship must support, sustain, promote, inform, educate, celebrate, preserve and/or provide access to the arts, culture, environment, tourism and economic development, community development, heritage, youth, children, elders, recreation and/or healthy living activities

D. APPROVAL OF REQUESTS FOR DONATION OR SPONSORSHIP

The Senior Administrative Officer or his/her designate shall make decisions on awarding Donation and Sponsorship requests that fall within the annual Donation and Sponsorship operational budgets and in alignment with signing authority identified in *Signing Authorities Policy (FM.002)*.

Administration may use the Recreation Committee to help in evaluation of Donation and Sponsorship requests that involve recreation activities and/or recreation facilities, equipment or resources.

The established annual Donation and Sponsorship budgets will serve to limit the number of requests approved by the Town of Hay River in a given operational year. As such, requests will be evaluated in accumulation using the following measures:

- Alignment with Town of Hay River’s current values, goals, strategies, and plans
- Associated cost of in-kind and/or financial (Sponsorship only) request
- Fairness in comparison to other organizations hosting similar events
- If a special event and not of a recurring nature
- Number and diversity of people benefiting from the event
- Importance of the contribution to the financial viability or success of the event
- The degree of direct or in-direct financial benefit to the town of Hay River

Decisions on Donation and Sponsorship requests will be made within two weeks of receiving completed *Application for Donation and Sponsorship Form*.

4. ADMINISTRATION OF POLICY

The Senior Administrative Officer is responsible for maintaining this policy. The policy must be reviewed by the Policy Committee on a bi-annual basis and changes approved by motion of Town Council.

5. RELATED POLICIES

C-7 - Community Enhancement Grant Program
FM.002 - Signing Authorities Policy

Revision History				
#	Revised Section	Revision Description	Revised By	Issue Date
1	All	Policy created	Glenn Smith	
2				