



POLICY

POLICY NO:	112	APPROVAL DATE:	January 24, 2011
TITLE:	Corporate Sponsorship	REVISION DATE:	
SECTION:	Administration	PAGE 1 OF 2	
DEPARTMENT:	Marketing and Communications		

POLICY STATEMENT

The City of Grande Prairie Corporate Sponsorship Policy provides funds, gifts, or gifts-in-kind* for events that enhance and enrich our community. The Manager of Marketing and Communications makes funding decisions based on local needs, community vision, strategic priorities, and available funds in consultation with other departments.

The policy is aimed at avoiding an individual or a single group accessing funds from several sources within the City.

REASON FOR POLICY

Corporate sponsorships are issued for the following reasons:

- a) To provide guidance and procedure to the City of Grande Prairie when responding to requests for funding community events.
 - b) To provide a tool to allow consistent and informed decisions on applications.
 - c) To promote and ensure accountability of public funds contributed to events.
 - d) To minimize and/or eliminate municipal contributions in the form of gifts-in-kind services wherever possible.
 - e) To ensure that municipal contributions are made based upon reasonable and quantifiable facts and projections.
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AUTHORITY

The Marketing and Communication Department is responsible for the administration of this program.

Requests of over \$2,000 will be evaluated by City Council for a possible funding source.

Funding requests will be reviewed by Administration/City Council four times per year (February, May, September, and December) based on established guidelines for application.

Administration shall have the authority to establish the format of application forms, the minimum documentation required to be submitted by the applicant, and application deadlines.

RESPONSIBILITIES

City Council

Approves policies.

City Council's role is to establish policy. Council decides what our organization should be doing and why we are doing it.

City Manager

Approves procedures.

Administration's role is to carry out policy established by City Council. Administration decides what steps are necessary to implement a policy.

* Gifts or gifts-in-kind may include gift baskets, City pins in amounts over 400 (under 400 covered by Souvenir Policy #111), and event tickets.