



PROCEDURE

PROCEDURE NO: 112•1

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TITLE: Corporate Sponsorship

APPROVAL DATE: January 24, 2011

POLICY: 112, Corporate Sponsorship

REVISION DATE:

SECTION: Administration

RESPONSIBLE

DEPARTMENT: Marketing and Communications

Criteria

The following general evaluation criteria and allocation guidelines will be used to evaluate the merits of the applications received and to determine the level of the funding to be awarded per event.

1. Eligibility

Limited to those community groups that are non-profit organization as defined in the *Municipal Government Act, Section 241(f)*, or federally registered as a charity.

2. Community Need

- a) The major overall criteria by which applicants shall be judged is the degree to which the proposed event meets a demonstrated community need that is supported by the City.
- b) Assistance shall not be provided for programs which are considered to be a duplication of services already provided.

3. Impact/Effectiveness

- a) Priority shall be given to those events which impact on the largest number of people in the community.
- b) The community groups past performance in achieving program objectives shall be considered.

Conditions of Approval

Administration may attach conditions to the approval of funding under this policy which will require the recipient to perform certain activities or provide additional information in connection with the project of activity receiving civic support.

Successful applicants of over \$1,000 will be required to:

1. Provide a report on the project no later than ninety (90) days following completion of the project. The report must certify that funds were spent on activities described in the grant application and must also include:
 - a) A complete and accurate financial accounting of the project, authorized by a representative with legal or financial signing authority.
 - b) An evaluation of the success of the project and outcome measurement.
 - c) Copies of any printed materials and/or publicity generated by the project.

Approval Process

1. Requests will be assessed within 30 days of the closing date of applications.
2. Administration will notify successful applicants in writing of the outcome of their submission.