

TOWN OF HIGH PRAIRIE

IN-KIND DONATION AND SPONSORSHIP POLICY

Page 1 of 3

Policy Number No. 03-2015	Approval Date August 11, 2015	Resolution Number 473/15
Supersedes	Effective Date August 12, 2015	Legal Authority or Resolution Number
Amendments:	Amendment Date	Amendment Resolution Number

TITLE: In-Kind Donation and Sponsorship Policy

Policy Statement:

The Town of High Prairie's In-Kind Donation and Sponsorship Policy is used to distinguish Town sponsored events from the issuance grants based in the Financial Support/Donation Requests Policy.

Purpose:

To guide the provision of in-kind support to not-for-profit community groups, service clubs, and organizations delivering valuable and needed services to residents.

1. DEFINITIONS

- 1.1 "Town" means the municipal corporation of the Town of High Prairie in the Province of Alberta or the Council thereof or such person to whom Council may delegate its responsibility and/or authority from time to time.
- 1.2 "Not-for-Profit" means an organization that uses the revenues to achieve the application goal and to not profit from or have excess revenues.
- 1.3 "Applicant" refers to not-for-profit community groups, service clubs, and organizations of the Town supporting an eligible event that requests support under the In-Kind Donation and Sponsorship Policy.

2. GENERAL PROVISIONS

- 2.1 The Town will implement and maintain an in-kind donations and sponsorship program with the purpose of demonstrating good corporate citizenship.

TOWN OF HIGH PRAIRIE

IN-KIND DONATION AND SPONSORSHIP POLICY

- 2.2 The Town will budget the exact amount of money it will expend for in-kind donations to support various community events.
- 2.3 The Town will sponsor events through in-kind services or the donation of items such as:
- a. Donation of item(s) for silent auction/prizes;
 - b. Advertisements on the Town's electronic board, website, and/or social media;
 - c. Use of municipally owned facility (e.g., Council chamber or meeting room);
 - d. Use of municipally owned equipments (must have a Town employee to run the equipment).

3. GUIDING PRINCIPLES AND CRITERIA/ELIGIBILITY

- 3.1 Sponsorship must align with the Town's vision and goals that build the community and support community organizations, neighbors, and volunteerism.
- 3.2 Sponsorship must directly benefit the Town.
- 3.3 Event must complement the Town's vision and goals and align with agreed Council areas of focus as identified in the Strategic Plan.
- 3.4 Events must be located within Town limits or a 5km radius of High Prairie.
- 3.5 Applicant must be a responsible and reputable organization whose name and identity is in good standing in the community.
- 3.6 Applicant must be able to supply event budget information.
- 3.7 Sponsorship of the event must provide recognition and opportunities for the Town to be recognized.

TOWN OF HIGH PRAIRIE

IN-KIND DONATION AND SPONSORSHIP POLICY

4. EXCLUSION FROM FUNDING

The following types of organizations will not be considered for funding:

- a. Individuals or private foundations/clubs;
- b. For-profit organizations;
- c. Political organizations and candidates.

5. APPLICATION PROCESS

- 5.1 Request for donation items can be made year round with priority given to early applicants. Requests must be submitted yearly for review.
- 5.2 All requests must be made in writing by email, mail, or directed to the CAO's office. Each request must demonstrate the need for the specific request and identify a specific benefit and outcome.
- 5.3 The Town Council will have final approval authority and the decision cannot be appealed.
- 5.4 Priority will be given annually to new applicants for events not previously sponsored.
- 5.5 Applications will only be considered if funding is still available.
- 5.6 All requests will be considered by the Town Council for any one event; with the potential to consider a larger sponsorship should the event be identified as a commemorative event during one calendar year.

Brian Martinson, Acting CAO

Linda Cox, Mayor