

# Council Policy



## Morinville Sponsorship

**Policy Number:** CA155/2019  
**Approval Date:** June 11, 2019  
**Supersedes Policy:** --

### SECTION A

#### 1.0 Policy Purpose

- 1.1 To establish clear guidelines under which Council may provide sponsorships to qualifying individuals or groups.

#### 2.0 Definitions

- 2.1 "Council" means the duly elected officers of the Town of Morinville and the Chief Elected Officer or Mayor.
- 2.2 "Sponsorship" means the act of supporting an event, activity, person or organization financially or through the provision of products or services.
- 2.3 "Community" refers to the Town of Morinville, and surrounding municipalities within the Edmonton Metropolitan region.
- 2.4 "In-kind provisions" are those equipment, services and use of municipally-owned facilities provided by the Town of Morinville to an applicant and are not invoiced for.

#### 3.0 Policy Statements

- 3.1 Council approves the budget for sponsorship funding support through the annual budget process.
- 3.2 Council may, by motion, provide sponsorships to community based events, activities, groups or persons that conform with the guidelines set out in this policy.
- 3.3 Council delegates the responsibility for review and approval of sponsorship requests to the CAO or his/her designate.
- 3.4 The CAO, or designate, will evaluate any request for sponsorship, as received from time to time, to ensure the appropriateness and conformity with this policy.
- 3.5 Administration will receive and track all sponsorship requests, coordinate the provision of sponsorship awards, and report to Council on a quarterly basis.

  
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Mayor

  
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CAO

- 3.6 Sponsorship may be considered for community initiatives, activities and individuals, including (but not limited to): community fundraising activities and events, galas, golf tournaments, silent auctions, athletic endeavors where resident athletes will represent Morinville on a regional or national level, service club initiatives, and in-kind provisions regarding Morinville assets.
- 3.7 Sponsorship recipients must acknowledge and demonstrate the support of the Town of Morinville. Use of the Morinville logo must be coordinated with and approved by the Town of Morinville Communications Department.
- 3.8 Sponsorships for events, activities, groups or persons which received a Morinville Community Grant in the same calendar year may not be considered, unless approved by motion of Council.
- 3.9 As per the Election Finances and Contributions Disclosure Act, direct or indirect political contributions to any political party, constituency association, or candidate for public office are prohibited.

#### **4.0 Expiry Date**

- 4.1 For the purpose of ensuring that this Policy is revised for ongoing relevancy and necessity, a review shall occur no later than June 30, 2022. This policy shall be brought forth and repassed in its present or an amended form, or rescinded.
- 4.2 This policy shall remain in effect if the review date passes prior to Council's review.

### **SECTION B**

#### **1.0 Reference to other Policy and Legislation**

Election Finances and Contributions Disclosure Act

#### **2.0 Persons Affected**

Community-based groups or persons requesting sponsorship

#### **3.0 Review/Revision History and Author**

February, 2019 - Initial Draft; M. Steele



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Barry Turner  
Mayor



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Stephane Labonne  
Chief Administrative Officer