



LAC LA BICHE COUNTY PROCEDURE

TITLE: EVENT SPONSORSHIP

POLICY NO: CM-71-015

SPECIAL NOTES/CROSS REFERENCE:
CM-71-015 EVENT SPONSORSHIP POLICY

AMENDMENT DATE: JUNE 5, 2014

PROCEDURE:

1.0 GENERAL PRINCIPLES

- 1.1 All interested parties seeking sponsorship must submit a completed Sponsorship Request package to the County with the required information, as stated in this document.
- 1.2 Eligible Projects: Sponsorship is available to a variety of events including sporting, tourism, cultural and general community events and conferences.
- 1.3 Submission timelines: As much as possible, funding requests should be submitted by September 30th for inclusion in the municipal budget process:
 - Event sponsorship requests exceeding \$10,000 must be submitted by September 30th of the year preceding the event, to be included in the municipal budget process;
 - Event sponsorship requests of up to \$10,000 may be submitted through the course of the year but must be submitted a minimum of 60 days before the event;
 - Event sponsorship requests for promotional items, if this constitutes the entire request, must be submitted a minimum of 30 days before the event.
- 1.4 Requests submitted during the course of the year will be considered based on criteria identified in this policy, and available budget.
- 1.5 Sponsorship requests for Categories A and B will be reviewed through Council's annual budget process. Sponsorship requests for Categories C and D will be reviewed by an Administrative committee of a minimum three (3) and maximum of five (5) people.
- 1.6 Projects not funded:
 - Individuals
 - Private functions
 - Political parties, lobby groups or religious groups
- 1.7 County sponsorship funding for any event will not exceed fifty percent (50%) of the event net expenditures.
- 1.8 Applicants will be notified by Administration of the final decision in writing within ten (10) business days of the County receiving the sponsorship request for Categories C and D.

Applicants submitting for Categories A or B sponsorship will receive notification in writing within ten (10) business days of Council's annual budget approval.

- 1.9 Sponsorship funds will be provided in full upon notice of approval, or within 60 days of the event, whichever is closest to the event date.
- 1.10 The County reserves the right to accept or refuse any sponsorship requests and to limit the number of sponsorship requests provided in a calendar year.

2.0 ASSESSMENT CRITERIA

- 2.1 The following criteria must be addressed and will be taken into account in assessing the priority of the application.

The event must:

- Raise the profile of Lac La Biche County through prominent acknowledgement of their support and assistance.
- Be compatible with Council priorities.
- Show a benefit to the residents of Lac La Biche County.

3.0 DEFINITIONS

3.1 Major National and International Events:

A major national or international event is an event that draws a national audience. Typically more than 40% of attendees reside outside of the province. The event must also have local organizing support and community interest.

3.2 Major Provincial Events:

A major provincial event is an activity that draws a provincial audience. Typically more than 40% of attendees reside outside a radius of 200 km. The event must also have local organizing support and community interest.

3.3 Major Local Events:

A major local event is an activity with a target market of Lac La Biche County and neighbouring municipalities. The event must also have local organizing support and community interest.

3.4 Local Events:

A local event has an intended audience of Lac La Biche County residents or neighbouring communities within close proximity to the hosting organization.

4.0 LEVEL OF ASSISTANCE AVAILABLE

- 4.1 Event sponsorship may be given in the form of a monetary value, County promotional materials, and in-kind support including but not limited to manpower/administration hours and materials/supplies. All components of a sponsorship request must be included in one (1) document; for example, requests for funding, silent auction item, moving picnic tables, facilities must all be included on the sponsorship request form.

5.0 COUNTY PROMOTIONAL MATERIAL

5.1 If the request is for a door prize, silent auction item or other similar promotional item, a written or verbal request is required. Administration may authorize the support in accordance with the assessment criteria, inventory or promotional materials and within the budget approved by Council as defined below and will maintain a record of the item(s) given:

- i. Door / Raffle Prizes: Value up to \$100.00
- ii. Silent Auction Items: Value up to \$150.00
- iii. Special Functions: Value up to \$200.00
- iv. Bold Center or Pool passes: Value up to \$1,000.00

6.0 MONETARY VALUE

6.1 Category A Major National / International Events
Maximum Event Sponsorship or In-Kind Support: \$25,000.00

Sponsorship Criteria:

- Events must have a major national / international component (refer to 3.1)
- Events must take place within the area of Lac La Biche County
- Events must show a benefit to Lac La Biche County in terms of tourism and market opportunities and target audiences
- The event Organizing Committee will prepare and present a detailed Sponsorship Package and Business Plan which:
 - Demonstrate the credentials of the people involved
 - Board motion supporting the funding application
 - Outlines the goals and objectives of the event
 - Includes an event execution plan
 - Includes an event budget and how the Council funds will be spent and why they are needed
 - Outlines potential partnership opportunities with Lac La Biche County in terms of websites, marketing, advertising, on-site recognition and communication programs
 - Outlines other promotional and marketing initiatives as a result of county sponsorship of the event
 - Includes documentation of the promotional exposure that Lac La Biche County is to receive from the sponsorship

All requests for assistance under Category “A” Sponsorship are subject to budget availability and shall be considered by Council.

6.2 Category B Major Provincial Events
Maximum Event Sponsorship or In-Kind Support: \$15,000.00

Sponsorship Criteria:

- Events must have a major provincial component (refer to 3.2)
- Events must take place within the area of Lac La Biche County
- Events must show a benefit to Lac La Biche County in terms of tourism and market opportunities and target audiences
- Board motion supporting the funding application

- All requests for sponsorship must be made to Lac La Biche County in writing and must address the following:
 - Event Name:
 - Years event has been produced:
 - Estimated attendance for this year’s event:
 - Target audience:
 - Location:
 - Date: _____ Time: _____
 - Brief description of the event and who is the beneficiary
 - Board motion supporting the funding application
 - Specific sponsorship you are requesting
 - How will Lac La Biche County be recognized as a sponsor? Please estimate a total value
 - Event budget including how the Council funds will be spent and why they are needed
 - Other sponsors confirmed or pending

All requests for assistance under Category “D” Sponsorship are subject to budget availability and shall be considered by Administration.

7.0 ACKNOWLEDGEMENT

- 7.1 All sponsorship recipients must agree to acknowledge Lac La Biche County’s contribution in all publicity relating to the event or activity. This includes logos and statements in all advertising and promotional material, media releases and in other promotional contexts.
- 7.2 Use of the County logo must be in accordance with Lac La Biche County logo standards.

8.0 FOLLOW UP

- 8.1 All parties that received sponsorship must submit a final report to Lac La Biche County within 90 days of the event. This report shall include a copy of the financial accounting of funds and details which demonstrate how Lac La Biche County was promoted at the event.
- 8.2 Future sponsorship funding will be dependent on the submission of complete accountability reports and payment of all invoices to the County.
- 8.3 Should an organization experience unforeseen delays in submitting a final report, a written explanation must be provided as soon as possible, but no later than two weeks before the submission is due. The explanation must provide the reason for the delay and the expected submission date.

“Original Signed”
 Chief Administrative Officer

August 11, 2014
 Date

SCHEDULE A

Regularly scheduled events that Lac La Biche County may be requested support annually:

SPONSORSHIP CATEGORY	ORGANIZATION	EVENT	SUPPORT GIVEN
Category A	5HV	Hylo-Venice 100 th Anniversary	Funding, tables, security(?)
these events will generally be atypical – only ever occurring once, or once in a very long while	Heritage Society	Lakeland Summer Games	Funding, facility
	Lakeland Archers	National Archery Competition	Funding, grounds support(?)
Category B			
Category C	Kinsmen Club	Pond Hockey	Ice preparation, promotional items
	Lac La Biche Agricultural Society	Lakeland Country Fair	Funding, grounds support
	Lac La Biche Pow Wow Association	Lac La Biche Pow Wow & Fish Derby	Funding, grounds prep/maintenance, other
	Lakeland Classic Wheels	Winter Festival of Speed	Funding, track prep
	Plamondon District Community Development Society	Plamondon Mud Bogs*	
Category D	Newcap Radio	Spring Clean-up	Promotional items
	Ducks Unlimited		
	Heritage Society		Promotional items
	Hope Haven	Lynn Lambert Memorial Golf Tournament	Funding for facility rent, auction items, promotional items
	Hylo-Venice Recreation & Agricultural Society	Harvest Days	Funding
	Lac La Biche Active Kids Society	Solstice Marathon Run	Funding
	Lac La Biche Canadian Native Friendship Society	National Aboriginal Awareness Day	Funding, grounds support, facility
		Aboriginal Awards Banquet	Funding, donation
	Lac La Biche Chamber of	Evening of Excellence	Funding, donation

Commerce		
Lac La Biche Curling Club	Bonspiels	Promotional items
Lac La Biche Mission	Canada Day*	Funding, grounds prep
	Family Christmas Celebration	Funding
Lions Club	Festival of Trees	Funding for facility rent
Northern Lights School Division	Celebration of Arts	Funding for facility rent
Plamondon District Community Development Society	Festival de Noel	Funding
	Mud Bogs Children Festival*	Funding, use of bounce house
	Plamondon Heritage Day	Funding
Portage College	Water Week	Promotional items
Program for Adult Learning	Canada Day*	Funding
Rotary Club of Lac La Biche	Beer Experience	Funding for rent
	Wine Tasting	Funding for rent
Rich Lake Recreation & Agricultural Society	Rodeo (Rough Stock or Amateur)	Funding
Victims Services Society	Fun Run	Funding

*Only 1 grant per event will be approved annually.