Big Lakes County Policy

Sponsorships

Policy Number:	ADMIN 68
Legal Authority:	
Approved by Council:	September 11, 2024
Effective Date:	January 1, 2025
Revised Date:	March 11, 2026

Policy Statement

Big Lakes County believes in supporting local community groups and events that benefit and improve life in the County. The purpose of this policy is to establish guidelines for donation requests by Non-Profit Organizations. Big Lakes County sponsorships provide one-time donations in exchange for promoting the Big Lakes County brand within the community.

Definitions

- **Sponsorship** occurs when Big Lakes County makes a donation towards the cost of a Non-Profit Organization's event, and in return said Non-Profit Organization advertises or promotes Big Lakes County's brand.
- **Non-Profit Organization** means an organization which provides products or services to improve or benefit a community. Any money made by a Non-Profit Organization is not for the personal gain of its directors, members, or officers, but whose excess revenue goes back into the organization to further its aims and projects. For the purposes of this policy, organizations incorporated under the following acts of Alberta or Canada are considered Non-Profit Organizations:
    - Agricultural Societies Act
    - Societies Act
    - Canada Not-for-profit Corporations Act
    - Registered as a charity under the Income Tax Act
- **Chief Administrative Officer (CAO)** means the Chief Administrative Officer of Big Lakes County or their designate.

Criteria

- To be eligible, an organization must be a Non-Profit Organization.
- The following organizations are ineligible to receive a Sponsorship:
    - Individuals
    - For-profit organizations
    - Political organizations
    - Federal and provincial governments, and affiliated bodies
    - Applicants who request funding for programs, activities or facilities which are the mandate or responsibility of the federal or provincial governments, including but not limited to health care, education, religious, housing and childcare programs and facilities.
    - Applicants who request funding for fundraising purposes that benefit an individual.

Sponsorship Requirements

- Based on the approved annual budget, all sponsorship requests shall be processed on a first come, first served basis.
- Sponsorships shall be awarded if they are aligned with the goals of this program:
    a. Enhances the general profile and increase overall awareness of the County.
    b. Attracts visitors to the County, thereby providing economic benefit to local businesses.
    c. Enhances recreational/cultural opportunities for County residents.
- Sponsorship requests at or below $500.00 shall be approved by the CAO.
- Any additional Sponsorship requests from the same organization, requests exceeding $500.00 or requests that have been received after the annual budget has been expended, shall be approved at the discretion of Council.
- Where sponsorship opportunities include multiple funding tiers or no defined sponsorship amount, Administration shall recommend a sponsorship of $500, the tier closest to $500, or an amount consistent with historical funding levels.
- Any subsequent sponsorship requests from the same organization shall be recommended at $500.
- Sponsorship applications are open throughout the year; however, applicants are requested to submit their application 30 business days before their event.

Sponsorship Considerations

- Big Lakes County may request and use promotional materials from a successful applicant for use on our website, social media, or other purposes.
- Organizations receiving a Sponsorship shall acknowledge Big Lakes County's contribution through promotional means.
- An ongoing report of successful Sponsorship applicants and details of their events shall be included in the Director's Report to Council.
- An annual report of all successful Sponsorship applicants and details of their events shall be presented to Council prior to February 28th of the year following a Sponsorship.

Reeve

Chief Administrative Officer

3/19/26

Date of Final Signature