

# **Policy with regard to donations and sponsoring**

## **Range**

The present policy with regard to donations and sponsoring is to be used as a tool for decision making for the members of council for the Municipality of the Village of Ayer's Cliff when solicited for financial or technical support from various local organizations.

It defines the objectives, the principles, the sectors of financial or technical support and the requirements.

## **Definitions**

A donation is a financial contribution, in material or services, which the municipality gives for charitable purposes to support the realization of an activity, event or project.

A sponsoring is an expenditure which the municipality makes in exchange of compensation or in view of a promotion. The compensation may be in the form of publicity, a visual item or a potential business access related to the activity, the event or the sponsored project.

## **The objectives**

The aim of the present policy is to reach the following principal objectives

1. Support the organizations who contribute to the well being of the community.

2. Ensure a fair treatment of the various requests and an equitable distribution of the municipal resources by establishing rules and criteria for the attribution of donations and sponsorships.
3. Favour a partnership which contributes to the progress of the community.
4. Favour the blossoming of the person and improve the quality of life of its citizens.
5. Promote excellence and mutual aid.

### **The principals**

1. The municipality does not accept requests for support emanating from an individual.
2. The municipality does not accept requests from organizations for profit.
3. In its evaluation of all the financial support requests, the Municipality takes in to consideration all support it has already given to the organization within the current year.
4. The municipality is not a substitute for the private sector, in the sense that the organizations must equally, whenever possible, solicit private sector partnerships.
5. The requesting organization must not be associated, nor its event, to a religious or political cause.
6. The agreement decided upon must not constitute, in any way, a future commitment nor influence in an explicit or an implicit manner the regular business conduct of the Municipality.
7. The relationship created by the terms of an agreement must not allow a municipal employee or an elected member to receive goods, services or benefits for his/her use or personal gain.
8. The present policy does not replace the Young Performers Program which remains in effect until such time that the members of council decide otherwise.

### **Intervention sectors**

The sectors favourable for intervention by the municipality are:

The social community, the environment, health, education, art and culture.

We may occasionally take into consideration requests coming from other sectors of activity, (such as social economic, sport or science) if the context or the situation warrants it.

### **The requirements**

All requests for donation or sponsorship must be made in the form of an official written request which includes the following:

- a. A detailed description of the project or activity;
- b. All basic information (complete details of the organization, person to contact and date of the event);
- c. A profile of the organization, its reason for being, the territory affected, etc, must be described in the request;
- d. The type of donation requested;
- e. The requesting organization must be a viable business;
- f. For the sponsorships, a detailed description of the counterpart offered to the municipality;
- g. The requests must be addressed to the management of the municipality;
- h. The municipality reserves the right to request an update following the activity or the putting in to effect of the project.

The Municipality reserves the right to refuse all requests that, albeit meet the admissibility requirements, would be deemed too costly relative to the budget available or in the event that the available budget would be surpassed

Furthermore all requests originating from an organization, an association or an amalgamation having made a request in the past, must have had a positive interaction with the municipality.