



Administrative Policies & Procedures

Policy No. COMM-06 – Requests for Sponsorship

Topic:	Requests for Sponsorship	Affects:	Corporate Communications
Section:	COMM-06	Replaces:	N/A
Original Policy Date:	January 22, 2019	Review Date:	January 2020
Effective Date:	January 22, 2019	Proposed Revision Date:	January 22, 2021
Prepared By:	Corporate Communications	Approval Authority:	Council

1.0 Policy Statement

The Town of Aurora, through the Corporate Communications Department, welcomes public requests for sponsorship to assist community organizations and groups deliver services that are beneficial to the residents of Aurora and serve to promote the business plan objectives of the Town.

2.0 Purpose

To provide guidelines for the management and allocation of sponsorship dollars and ensure a consistent and transparent approach to the allocation of Town sponsorship dollars.

3.0 Scope

This policy applies to members of the Community and serves to guide the Manager of Corporate Communications and the Office of the CAO in the allocation of Town funds as it relates to sponsoring external projects, services, programs and/or events.

This policy does not apply to sponsorship of Town events, activities, programs or facilities by other organizations. External sponsorship, advertising and facility naming rights are governed by separate policies.

4.0 Definitions

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Sponsorship: “Sponsorship” is a mutually beneficial business arrangement wherein the Town provides cash and/or in-kind services to an external organization in return for commercial advantage. This advantage may take the form of publicity, promotional consideration, speaking opportunities and/or logo/brand exposure.

External party: An organization, company or individual who is seeking sponsorship in the form of funding or goods in-kind from the Town of Aurora in return for commercial advantage.

In-kind: A contribution received in the form of goods and/or services rather than cash.

5.0 Responsibilities

Employees:

- Ensure all requests for the Town to sponsor events are handled in a manner consistent with this policy and other applicable Town policies and procedures.

Management:

- Ensure all employees are aware of the policy.

Department Heads:

- Ensure all managers are aware of the policy.

Corporate Communications Manager:

- Evaluate all formal and informal application requests as per this policy and act as liaison with the requesting organization.

External Parties:

- Follow sponsorship request procedure as outlined in this policy.

6.0 Procedure

1. Maximum funding requests

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- Organizations can request sponsorship up to \$500 by contacting communications@aurora.ca or the Manager or Corporate Communications directly.
 - Requests in excess of \$500 require the submission of a written application form in order to be considered by the Town of Aurora.
 - Requests over \$10,000 will require special funding and therefore must be approved by Aurora Town Council. Requestors must contact communications@aurora.ca or the Manager of Corporate Communications directly to begin the request process.
2. Events or programs seeking sponsorship, regardless of amount, must:
- 6.2.1 Meet a specific community need or enhance the community and assist its residents.
 - 6.2.2 Promote an economic development or tourism opportunity for the Town of Aurora.
 - 6.2.3 Promote and deliver projects, services and events within the boundaries of the Town of Aurora.
 - 6.2.4 Promote projects, services and events that address a community need, contribute to the positive image of the municipality and/or enhance the quality of life for residents.
 - 6.2.5 Benefit a number of people and have a measurable community impact.
 - 6.2.6 Be guided by goals, objectives and results that are clearly defined.
 - 6.2.7 Provide high visibility recognition opportunities for the Town of Aurora (i.e. Posting photos and thank you to the Town on social media, effective branding at event site, etc.)
 - 6.2.8 Be a non-profit organization or have the characteristics of a non-profit group.
 - 6.2.9 For-profit events may be considered but non-profit events will be given higher priority in the evaluation process.

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3. Sponsorship is not provided for:
 - 6.3.1 Individuals, unless said individual would be representing Aurora provincially, nationally or internationally.
 - 6.3.2 Political candidates.
 - 6.3.3 Religious organizations; however, we will consider organizations with religious affiliations seeking funding for non-denominational initiatives that are open to the community-at-large.
 - 6.3.4 Expenses such as salaries, travel costs, fees for workshops or foundations, debt repayment or to subsidize donations to a third party.
 - 6.3.5 Organizations that duplicate the services of the Town of Aurora.
 - 6.3.6 Organizations seeking relief from water, garbage or other municipal service fees.
 - 6.3.7 Programs or events which are already receiving funding from another department within the municipality.
4. Application Process
 - 6.4.1 Formal applications are required for requests between \$500 and \$10,000. Please see Appendix A.
 - 6.4.2 Formal applications must be received by the second Monday in October of each year for consideration as part of the following year's sponsorship allocation. The sole exception to this is 2019, when requests will be considered on a first come, first serve basis.
 - 6.4.3 Requests more than \$10,000 require Council approval. Requestor should contact communications@aurora.ca or the Manager of Corporate Communications for more information.
5. Requests that meet the requirements listed under Section 2 will be evaluated on the following factors:
 - 6.5.1 Number of Aurora residents and/or businesses impacted by the program/service/event.

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- 6.5.2 Reach and exposure of the Town brand as part of the sponsorship agreement.
- 6.5.3 Economic impact to the Town of Aurora.
- 6.5.4 Community impact to the Town of Aurora and its residents and businesses.
- 6.5.5 Alignment of the organization and the program/service/event with the Town's Strategic Plan and the mission, vision and values of the municipality.
- 6.5.6 Inclusivity of the event. Programs/services/events that are accessible, inclusive and reflective of the values of diversity will be given higher priority.
- 6.5.7 Non-profit programs/services/events will be given higher priority.
- 6.5.8 Amount of sponsorship dollars available from the Town to support community programs/services/events.

7.0 Regulatory/References/Codes/Standards

Appendix A – Sponsorship Request Submission Form

Town of Aurora Facility Naming Rights Policy, 2006

CMS18-017 Facility Advertising and Sponsorship, 2018