



**Town of Aurora
General Committee Report No. CAO19-001**

Subject: Requests for Sponsorship Policy
Prepared by: Stephanie Mackenzie-Smith, Corporate Communications Manager
Department: Office of the Chief Administrative Officer
Date: January 15, 2019

Recommendation

- 1. That Report No. CAO19-001 be received; and**
- 2. That the Requests for Sponsorship Policy attached to Report No. CAO19-001 as Attachment 1 be approved.**

Executive Summary

The Town of Aurora, through the Corporate Communications Department, welcomes public requests for sponsorship to assist community organizations and groups deliver services or stage events that are beneficial to the residents of Aurora and serve to promote the business plan objectives of the Town. With limited funds of \$10,000 currently budgeted annually for sponsorship, it is necessary to evaluate all requests critically to evaluate their potential impact to the community. The purpose of the policy is to:

- Provide clear and transparent guidelines for evaluating sponsorship requests
- Ensure events or programs seeking sponsorship meet specific criteria related to community benefit
- Define instances when sponsorship will not be provided by the Town of Aurora

Background

Council has traditionally had a \$10,000 annual budget allocation for sponsoring community events and programs. Requests for sponsorship would usually be directed to Council for decision, often during the budget process or by organizations delegating to Council.

It is proposed that the \$10,000 annual budget allocation, as mentioned above, will be transferred to Corporate Communications in 2019 and be evaluated by the Manager of

Corporate Communications using the guidelines as laid out in the attached Sponsorship Policy. As part of the 2019 budget process, the \$10,000 allocation may be reassessed.

For the purposes of this report, sponsorship is defined as 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.

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.

Analysis

Provide clear and transparent guidelines for evaluating sponsorship requests

A public policy ensures that members of the community and those requesting sponsorship have a clear understanding of the factors used by the Town of Aurora in evaluating requests.

It is the goal of the Town of Aurora to ensure sponsorships are allocated in a way that delivers the greatest benefit to the community and in a manner that is reflective of the mission, vision and values of the Town.

Twice annually, the Manager of Corporate Communications will provide an Information Report to Council reporting on the allocation of sponsorship funds. With the exception of 2019, requests for sponsorship must be received by Corporate Communications before the second Monday in October in order to be considered for the next year. In 2019, requests will be considered on a first come, first serve basis.

Ensure events or programs seeking sponsorship meet specific criteria related to community benefit

The Requests for Sponsorship Policy outlines the criteria that the Town of Aurora will use to assist in making decisions regarding sponsorship requests. Events or programs must:

- Meet a specific community need, enhance the community, assist residents or promote projects, services or events that contribute to the positive image of the

municipality.

- Promote an economic development or tourism opportunity in the Town of Aurora.
- Promote and deliver projects, services and events within the boundaries of the Town of Aurora.
- 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.
- Benefit a number of people and have a measurable community impact.
- Be guided by goals, objectives and results that are clearly defined.
- 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.)
- Be a non-profit organization or have the characteristics of a non-profit group.
- For-profit events may be considered but non-profit events will be given higher priority in the evaluation process.

Define instances when sponsorship will not be provided by the Town of Aurora

The Requests for Sponsorship Policy provides direction regarding when requests from organizations will be denied. Sponsorship will not be provided for:

- Individuals, unless said individual would be representing Aurora provincially, nationally or internationally.
- Political candidates.
- Religious organizations; however, we will consider organizations with religious affiliations seeking funding for non-denominational initiatives that are open to the community-at-large.
- Expenses such as salaries, travel costs, fees for workshops or foundations, debt repayment or to subsidize donations to a third party.
- Organizations that duplicate the services of the Town of Aurora.
- Organizations seeking relief from water, garbage or other municipal service fees.
- Programs or events which are already receiving funding from another department within the municipality.

Advisory Committee Review

Not applicable.

Legal Considerations

Not applicable.

Financial Implications

Budget allocation previously designated for corporate sponsorship will move from the Council Administration budget to the 2019 Operating Budget for Corporate Communications. During the 2019 budget considerations, staff may request additional funding for sponsorship.

Communications Considerations

Information regarding the policy and how organizations can apply for sponsorship will be posted to the Town of Aurora website.

Link to Strategic Plan

Introducing a Requests for Sponsorship Policy supports the Strategic Plan goals of supporting small business and encouraging a more sustainable business environment, as well as and celebrating and promoting culture.

Alternative(s) to the Recommendation

1. Council can decline to approve the policy and continue with the status quo.
2. Council can provide further direction.

Conclusions

That Council approve the Requests for Sponsorship Policy as attached.

Attachments

Attachment #1 – Requests for Sponsorship Policy

Attachment #2 – Sponsorship Request Submission Form

Previous Reports

None.

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Report No. CAO19-001

Pre-submission Review

Agenda Management Team review on January 7, 2019

Approved for Agenda



**Doug Nadorozny
Chief Administrative Officer**



Administrative Policies & Procedures

Policy No. xx – Requests for Sponsorship

Topic:	Requests for Sponsorship	Affects:	Corporate Communications
Section:	Insert section based on numbering system	Replaces:	N/A
Original Policy Date:	Insert approval date of original policy/ procedure	Review Date:	Insert most recent approval date
Effective Date:	Insert effective date of current revision	Proposed Revision Date:	Insert approval date + two (2) years
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

Policy No. XX - Requests for Sponsorship

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

Policy No. XX - Requests for Sponsorship

- 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.

Policy No. XX - Requests for Sponsorship

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.

Policy No. XX - Requests for Sponsorship

- 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

Attachment #2



Manager, Corporate Communications
Phone: (905) 727-3123, Ext. 4238
E-Mail: communications@aurora.ca

**SPONSORSHIP REQUEST SUBMISSION FORM
TOWN OF AURORA – Appendix A**

INSTRUCTIONS: Please complete this form. Additional pages may be added.

RETURN TO: Manager of Corporate Communications, Town of Aurora
100 John West Way
Box No. 1000
Aurora, Ontario L4G 6J1
or
Communications@aurora.ca

Date of Request:

Name of Organization:

Address:

Contact Person:

Telephone number:

Email:

Type of request:

Financial Sponsorship

○ Amount Requested:

In-kind Sponsorship

○ Resources Requested:

Details of how funds will be utilized:

What will be the economic impact to the Town of Aurora:

What will be the community impact to the Town of Aurora and its residents and businesses?

Please specify the amount of funding requested from other organizations or governments:

If sponsorship is for an event, please provide the following information:

Event date:

Event location:

Event attendees *(Please include information on how many people will be attending and who the attendees will be. Please specify if the event is members-only, or restrictive in any capacity):*

Information Regarding the Requestor

What services or activities does your organization provide to Aurora residents and/or businesses?

Principal objectives/mandate: *Please describe in broad terms the principal objective or mandate of your organizations:*

Provide any additional information you consider relevant:

How will your organization acknowledge Town sponsorship?

TO BE COMPLETED BY TOWN OF AURORA STAFF:

MANAGER OF CORPORATE COMMUNICATIONS COMMENTS:
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	FULL NAME	SIGNATURE	DATE
REQUESTED BY:			
CORPORATE COMMUNICATIONS MANAGER:			
CAO:			