POLICY STATEMENT:

Lac La Biche County believes that as a good corporate citizen, sponsoring community-based events will add value to the community. The County will be acknowledged for these sponsorships thus raising the profile of Lac La Biche County and promoting Council’s priorities as it relates to supporting the community, marketing and tourism.

Council shall budget for sponsorship opportunities and requests on an annual basis that will provide good value for Lac La Biche County’s corporate name.

Administration may approve sponsorship requests up to a maximum of ten thousand dollars ($10,000.00). Requests that exceed that amount shall be forwarded to Council for consideration.

Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.
### LAC LA BICHE COUNTY PROCEDURE

<table>
<thead>
<tr>
<th>TITLE: EVENT SPONSORSHIP</th>
<th>POLICY NO: CM-71-015</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECIAL NOTES/CROSS REFERENCE: CM-71-015 EVENT SPONSORSHIP POLICY</td>
<td>AMENDMENT DATE: JUNE 5, 2014</td>
</tr>
</tbody>
</table>

#### 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 30\(^{th}\) for inclusion in the municipal budget process:
   - Event sponsorship requests exceeding $10,000 must be submitted by September 30\(^{th}\) 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.
50 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:
   o Events must have a major national / international component (refer to 3.1)
   o Events must take place within the area of Lac La Biche County
   o Events must show a benefit to Lac La Biche County in terms of tourism and market opportunities and target audiences
   o 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:
   o Events must have a major provincial component (refer to 3.2)
   o Events must take place within the area of Lac La Biche County
   o Events must show a benefit to Lac La Biche County in terms of tourism and market opportunities and target audiences
   o Board motion supporting the funding application

Procedure #CM-71-015 Event Sponsorship
The event Organizing Committee will prepare a detailed Sponsorship Package which
- Outlines the goals and objectives of the event and how being a sponsor would benefit Lac La Biche County
- Outlines the target audience
- Outlines Sponsorship benefits including media exposure, advertising exposure, and on-site recognition
- Includes an event budget and how the Council funds will be spent and why they are needed
- Includes an event execution plan

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

6.3 Category C  Major Local Events
Maximum Event Sponsorship or In-Kind Support: $10,000.00
Sponsorship Criteria:
- Events must have a major local component (refer to 3.3)
- 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
- 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 “C” Sponsorship are subject to budget availability and shall be considered by Administration.

6.4 Category D  Local Events
Maximum Event Sponsorship or In-Kind Support: $5,000.00
Sponsorship Criteria:
- Lac La Biche County is committed to social responsibility and community involvement. We promote these values not only in our coverage of the community, but also by our active support for organizations and causes that serve the public interests and well-being.(refer to 3.4)
- Events must take place within the area of Lac La Biche County
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” August 11, 2014
Chief Administrative Officer Date
## SCHEDULE A

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

<table>
<thead>
<tr>
<th>SPONSORSHIP CATEGORY</th>
<th>ORGANIZATION</th>
<th>EVENT</th>
<th>SUPPORT GIVEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category A</strong></td>
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<tr>
<td></td>
<td>5HV</td>
<td>Hylo-Venice 100&lt;sup&gt;th&lt;/sup&gt; Anniversary</td>
<td>Funding, tables, security(?)</td>
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<tr>
<td></td>
<td>Heritage Society</td>
<td>Lakeland Summer Games</td>
<td>Funding, facility</td>
</tr>
<tr>
<td></td>
<td>Lakeland Archers</td>
<td>National Archery Competition</td>
<td>Funding, grounds support(?)</td>
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<tr>
<td><strong>Category B</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Category C</strong></td>
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<td></td>
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</tr>
<tr>
<td>Kinsmen Club</td>
<td>Pond Hockey</td>
<td></td>
<td>Ice preparation, promotional items</td>
</tr>
<tr>
<td>Lac La Biche Agricultural Society</td>
<td>Lakeland Country Fair</td>
<td>Funding, grounds support</td>
<td></td>
</tr>
<tr>
<td>Lac La Biche Pow Wow Association</td>
<td>Lac La Biche Pow Wow &amp; Fish Derby</td>
<td>Funding, grounds prep/maintenance, other</td>
<td></td>
</tr>
<tr>
<td>Lakeland Classic Wheels</td>
<td>Winter Festival of Speed</td>
<td>Funding, track prep</td>
<td></td>
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<tr>
<td>Plamondon District Community Development Society</td>
<td>Plamondon Mud Bogs*</td>
<td></td>
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<tr>
<td><strong>Category D</strong></td>
<td></td>
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<tr>
<td>Newcap Radio</td>
<td>Spring Clean-up</td>
<td></td>
<td>Promotional items</td>
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<tr>
<td>Ducks Unlimited</td>
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<tr>
<td>Heritage Society</td>
<td></td>
<td>Lynn Lambert Memorial Golf Tournament</td>
<td>Funding for facility rent, auction items, promotional items</td>
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<tr>
<td>Hope Haven</td>
<td></td>
<td>Harvest Days</td>
<td>Funding</td>
</tr>
<tr>
<td>Hylo-Venice Recreation &amp; Agricultural Society</td>
<td>Solstice Marathon Run</td>
<td>Funding</td>
<td></td>
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<tr>
<td>Lac La Biche Active Kids Society</td>
<td>National Aboriginal Awareness Day</td>
<td>Funding, grounds support, facility</td>
<td></td>
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<tr>
<td>Lac La Biche Canadian Native Friendship Society</td>
<td>Aboriginal Awards Banquet</td>
<td>Funding, donation</td>
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<tr>
<td>Lac La Biche Chamber of</td>
<td>Evening of Excellence</td>
<td>Funding, donation</td>
<td></td>
</tr>
<tr>
<td>Commerce</td>
<td>Bonspiels</td>
<td>Promotional items</td>
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<tr>
<td>Lac La Biche Curling Club</td>
<td>Canada Day*</td>
<td>Funding, grounds</td>
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<td></td>
<td>Family Christmas</td>
<td>Prep</td>
<td></td>
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<tr>
<td></td>
<td>Celebration</td>
<td>Funding</td>
<td></td>
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<tr>
<td>Lac La Biche Mission</td>
<td>Festival of Trees</td>
<td>Funding for facility</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>rent</td>
<td></td>
</tr>
<tr>
<td>Lions Club</td>
<td>Festival of Trees</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td>Northern Lights School Division</td>
<td>Celebration of Arts</td>
<td>Funding for facility</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>rent</td>
<td></td>
</tr>
<tr>
<td>Plamondon District</td>
<td>Festival de Noel</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td>Community Development</td>
<td>Mud Bogs Children</td>
<td>Funding, use of</td>
<td></td>
</tr>
<tr>
<td>Society</td>
<td>Festival*</td>
<td>bounce house</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plamondon Heritage</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Day</td>
<td></td>
<td></td>
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<tr>
<td>Portage College</td>
<td>Water Week</td>
<td>Promotional items</td>
<td></td>
</tr>
<tr>
<td>Program for Adult Learning</td>
<td>Canada Day*</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td>Rotary Club of Lac La Biche</td>
<td>Beer Experience</td>
<td>Funding for rent</td>
<td></td>
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<tr>
<td></td>
<td>Wine Tasting</td>
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<tr>
<td>Rich Lake Recreation &amp; Agricultural Society</td>
<td>Rodeo (Rough Stock or Amateur)</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td>Victims Services Society</td>
<td>Fun Run</td>
<td>Funding</td>
<td></td>
</tr>
</tbody>
</table>

*Only 1 grant per event will be approved annually.*