

Municipality of La Pêche

**Department of Recreation, Culture and
Community Living Services**

Sponsorship Policy (Community partnership)

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Resolution 15-460

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Sponsorship Policy

1. POLICY FRAMEWORK

The purpose of this policy is to provide a general framework as well as guidelines for the processing of applications for municipal sponsorship with regard to recreation, culture and community living projects or events. The Municipality has established this policy in order to process all applications fairly.

2. DEFINITIONS

For the purpose of this policy, the term “sponsorship” is defined as follows:

Sponsorship: financial or material support allocated to a duly registered organization within the context of an event or its ongoing activities.

A sponsorship could be tied in with a visibility plan, providing the Municipality with an opportunity to strengthen its positioning and enhance its image with regard to a target population. The visibility plan is generally part of a precedent agreement to define the obligations of each party.

According to the *CBS Affaires Interactives* network, a sponsorship is a form of advertising where an organization finances a project or an event in return for exposure in a target environment.

3. PREFERENTIAL SECTORS OF ACTIVITY

Sponsorships will be allocated to organizations operating in the following sectors of activity:

- Cultural
- Social development (social, education, health, wellness)
- Recreational
- Sports



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4. EXPOSURE

LOCAL

- The object of the sponsorship is to reach the population of the municipality of La Pêche.
- Furthermore, the sponsorship spin-offs and visibility plan are generally focused on a local level, that is to say within the municipality.

REGIONAL

- The object of the sponsorship is to reach or likely to reach the population of the regional territory. (Outaouais - 07)
- Furthermore, the sponsorship spin-offs and visibility plan are generally focused on a regional level.

PROVINCIAL/NATIONAL

- The object of the sponsorship is likely to reach the population of the provincial territory.
- Furthermore, the sponsorship spin-offs and visibility plan are generally focused on a provincial level.

5. OBJECTIVES

THE OBJECTIVES OF THIS POLICY ARE AS FOLLOWS:

- To establish definite objectives for the Municipality regarding sponsorships related to recreation, culture and community living.
- To enable the Municipality to convey specific messages with which it identifies itself.
- Through the medium of sponsorships, the Municipality wishes to promote itself as:
 - A **"proud supporter"** of the community
 - Committed to its citizens
 - A visible and identifiable municipality within as well as outside its territory
 - A municipality where quality of life, a healthy environment, active people and a vibrant and meaningful community life are present;



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- Sponsorships will be used as a means to communicate the values supported by the department of Recreation, Culture and Community Living Services (RCCS), namely:
 - Develop bonds within the community
 - Promote a sense of belonging
 - Enhance the quality of family life
- Raise awareness of the municipality of La Pêche as an entity.

6. SPONSORSHIP SELECTION CRITERIA

The Municipality of La Pêche will give priority to sponsorship requests which best reflect its values, strategic objectives and messages. The Municipality will opt for projects or events which contribute to the image of La Pêche as a good place to live and where families enjoy a quality of life. More specifically, the decision will be based on the following criteria:

- The purpose of the project or event must focus on the well-being of the community or a particular group of people and relate to cultural, social, recreational or sport activities;
- Compatibility of the project or event with the mission, values and communications of the Municipality and the RCCS department; the degree to which the proposed sponsorship corresponds, adds to or reinforces the points stated above.
- The organization's viability and ability to successfully carry out the activity with which the Municipality will be associated. The organization must have a solid and impeccable reputation in the community.
- Potential outreach and visibility for the municipality relating to the event or project; the expected number of participants and their area of origin, as well as the communication plan and media impact.
- Prospective economic benefits (immediate and mid/long term) throughout the territory of La Pêche.



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7. ELIGIBILITY CRITERIA

The Municipality will consider applications from non-profit as well as profit-seeking organizations.

TO BE ELIGIBLE FOR SPONSORSHIP, AN ORGANIZATION MUST:

- o be duly registered with government authorities;
- o represent a group of people;
- o have a clearly defined mission and objectives;
- o propose a project which fits in with the values and strategic objectives of the Municipality;
- o obtain recognition status from the Municipality (see annex A)

THE FOLLOWING TYPES OF ORGANIZATIONS OR EVENTS ARE NOT ELIGIBLE:

- o those associated with a religious or political cause;
- o requests on behalf of a private individual (individual sport);
- o requests to support professional or amateur athletes;
- o requests for private or commercial audiovisual material and books, including Internet sites;
- o public relations and advertising campaigns.

TO BE VALID, AN APPLICATION FOR SPONSORSHIP MUST:

- o be submitted in writing to the department of RCCS;
- o be submitted at least 60 days prior to the event;
- o provide information relevant to the processing of the application, including:
 - the organization's name and mission;
 - the name of the contact person;
 - the names of the members of the management team, board of directors or organizing committee, as the case may be;
 - a description of the activity or event;
 - the number of participants or persons concerned and their profile;
 - the financing plan, including the total budget, the portion covered by sponsorships and the number of donors;
 - the contribution hoped for;
 - event dates and locations;
 - proposed visibility, that is to say the communication/media plan and the event or project's overall outreach plan;
 - the names of other sponsors;



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8. ADDITIONAL TERMS

A) PROCESSING OF APPLICATIONS

Applications are forwarded to the RCCS and are assessed according to specific criteria which reflect municipal policies.

The applications are then forwarded with recommendations to the Finance committee and subsequently submitted to the municipal council for approval.

Usually, applicants may expect to receive an answer within 60 days.

Organizations receiving a sponsorship agree to provide the Municipality with a communications plan and a report regarding the use of the sponsorship sums received.

B) SUBMISSION OF REQUESTS

Organizations wishing to apply for sponsorship are required to fill out the « Application for sponsorship » attached as annex B and return it to the department of RCCS of the Municipality at **before October 15** of the ongoing year, for next year applications, at the following address:

Municipality of La Pêche
Department of Recreation, Culture and Community Living Services
1, rue Principale Ouest
La Pêche (Québec) J0X 2W0

C) TERMS OF PAYMENT

ONCE A SPONSORSHIP IS APPROVED, THE TERMS OF PAYMENT ARE AS FOLLOWS:

- a) The sponsorship contribution will be paid in one or several installments at the Municipality's discretion;
- b) In the case of several installments, the first installment will be paid to the organization following a resolution of approval by the municipal council and the submission of all required documents;



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- c) Subsequent sponsorship payments will be issued upon presentation of the activity report, including the communications plan and a report showing specifically how the sponsorship sums were used; said reports having been submitted to the Municipality within 90 days following the activity. The department of RCCS will then review the activity report and make a recommendation to the Finance committee regarding any adjustment in the subsequent payments. If an organization fails to submit the report within the required time, it will be denied the second sponsorship payment and the Municipality may also demand a full reimbursement of the first payment. Furthermore, no new applications will be accepted from the organization until the report is submitted.

D) ALLOCATION OF SPONSORSHIPS

When allocating sponsorships, the Municipality will take into account the following deciding factors:

- o one single financial contribution is allocated per activity/event to an organization per year;
- o a sponsorship will not be renewed automatically on a yearly basis, except in the case of a long-term agreement and any new request must be submitted for review;
- o the viability of the event in the long-term, management effectiveness, sound financial management and transparency are all influencing factors the Municipality takes into consideration when allocating a sponsorship.

E) SPONSORSHIP TERM

- o The duration of sponsorship agreements will normally be limited to a maximum term of one year and a signed agreement will establish the exact term and conditions.

F) MEMORANDUM OF UNDERSTANDING

- o All approved sponsorships are subject to a letter or memorandum of understanding. This letter or memorandum will define each party's responsibilities.



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- Depending on the case, the letter or memorandum of understanding will cover some or all of the following elements:
 - the agreement term;
 - the amount approved;
 - the terms of payment;
 - visibility and other promotional benefits for the municipality;
 - each party's responsibilities with regard to the sponsorship contribution;
 - use of the Municipality's name, logo and any other graphic element;
 - approval process for advertising or promotional material;
 - procedure for evaluating the sponsorship's impact.

9. POLICY IMPLEMENTATION

The department of RCCS is responsible for developing policies and procedures with regard to sponsorship. More specifically, the officer in charge of RCCS will receive and review the submissions and will then forward them with recommendation to the Finance committee.

Furthermore, once a request for sponsorship has been approved, the department of RCCS will follow-up on the sponsorship and ensure that initial commitments have been met.

10. EFFECTIVE DATE

This policy comes into effect upon its adoption by the municipal council.



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ANNEX A – APPLICATION FOR RECOGNITION

Note: Organizations which have already received a grant from the Municipality do not have to fill out Annex A

ORGANISATION PARTICULARS

1. Organization contact information

Name _____

Address _____

City/Postal code _____

Telephone _____

Fax _____

E-mail _____

Web site _____

2. Contact Person information

Name _____

Function _____

Address _____

City/Postal code _____

Telephone (work) _____

Telephone (other) _____

E-mail _____



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3. Is your organization incorporated?

Yes (please attach a copy to this application)

No

In process Expected date _____

4. Head office or place of business

Where is the organization's head office or place of business located?

Address _____

City/Postal code _____

5. Contribution/benefits to the community

Briefly describe your organization's contribution to the community



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5a) How does your organization meet a community need or interest?

5b) How does your organization add to existing recreation, culture and community living services?

5c) How does your organization foster relationships between the citizens of the municipality?



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6. The organization's mission (mandate) and objectives

Briefly describe the organization's reason for being:

7. Does your organization operate under general rules?

Yes (please attach a copy to this application)

No

8. How is the organization administered?

Board of directors: yes no

Number of members on the board of directors: _____

Other (specify): _____

9. Organization's last annual general assembly and copy of report

Date: _____ (please attach a copy of the meeting's report)

Number of persons in attendance: _____



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10. Members of the board of directors

NAME	ADDRESS	FUNCTION

11. Is the organization a member of a local, regional or provincial group (e.g. federation, association)?

Yes, which ones: _____

No

12. Does the organization have insurance coverage?

Yes (please attach a copy to this application)

If so, what does it cover? _____

Administrators and directors:

Public liability:

Goods/Property/Assets:

No



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13. Financial statements – Please provide information for the previous fiscal year:

The organization’s fiscal year end is: _____

Total annual revenues: _____

Indicate the amount and percentage of each source of financing in relation to the overall revenues for last year:

Membership fees	%	\$
Activity fees	%	\$
Municipal grants	%	\$
Provincial grants	%	\$
Federal grants	%	\$
United Way	%	\$
Fundraising	%	\$
Donations	%	\$
Other (specify)	%	\$
Total	%	\$

14. How many volunteers work for the organization?

Year-round volunteers: _____

Specific activity volunteers: _____

15. Describe the means used to facilitate access to activities (examples)



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15a) Will you be charging admission? If so, how much?

15b) To what extent does the organization promote family participation (taking into account all generations)?

- Not much
- Fair
- Considerably

15c) How does your organization encourage family, senior and youth interaction?

15d) How many participants per activity are expected on average?

PARTICULARS REGARDING FIELD OF ACTIVITY

16. What is the organization's main field of activity?

- Cultural
- Recreational
- Social
- Sports



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17. What is the organization's target clientele?

- Children (under 12)
- Teenagers
- Adults (18 and over)
- Seniors (55 and over)
- Handicapped persons
- Families
- All clientele (all ages)
- Other: specify

18. Please describe the activities you have organized in the past two years:

19. Documents to attach to your application

- Copy of letters patent
- Summary of activities of the past year
- Copy of financial statements for the past year (balance sheet and statements of revenue and expenditure)
- Copy of the report of the last annual general assembly

I DECLARE THAT THE INFORMATION PROVIDED ABOVE IS EXACT

Signature

Date



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ANNEX B - APPLICATION FOR SPONSORSHIP

APPLICATION FORM TO BE FILLED OUT BY ORGANIZATIONS WISHING TO APPLY FOR SPONSORSHIP

The Municipality recognizes the importance of instituting a community partnership program in order to support compatible projects and events that fit in with the mission, values and messages the Municipality wishes to promote

Please answer the following questions:

1. Organization particulars

a) Organization contact information (full legal name)

Name _____

Address _____

City/Postal code _____

Telephone _____

Fax _____

E-mail _____

Web site _____

b) Name and title of contact person



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c) Is the organization recognized by the Municipality of La Pêche?

Yes no

If not, please fill out the Application for recognition form (Annex A)

d) How long has your organization been in operation? _____

2. Application overview:

a) What is the geographical scope of the project? (Local, regional, provincial, national):

b) Where will the proposed project/event take place? _____

c) What is the full amount requested? _____

d) What is your role with regard to this application? _____

e) What type of organization is it? _____

f) Has the Municipality funded your organization in the past?

yes no

Year of request	Amount requested	Amount received

3. Application outline

a) What field of activity does the project/event relate to?

- Cultural
- Social development
- Recreational
- Sports



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- b) Is your event focused on a specific population group?
- | | |
|--|-------------------------------------|
| <input type="checkbox"/> seniors | <input type="checkbox"/> families |
| <input type="checkbox"/> cultural | <input type="checkbox"/> youth |
| <input type="checkbox"/> students | <input type="checkbox"/> linguistic |
| <input type="checkbox"/> professionals | |
- c) Type of activity:
- commercial charitable
- d) How many days will the event last? _____
- e) How many spectators and/or participants are expected? _____
- _____

4. Sponsorship terms

- a) Do you propose different types of acknowledgment for various levels of sponsorship?
- yes no
- If yes, which do you propose for the Municipality?
- Gold Silver Bronze
- b) Do you offer exclusivity?
- yes no
- c) Do you expect funding from other contributors for this project?
- yes no
- d) How will the Municipality's sponsorship grant will be used?
- _____
- _____
- _____
- _____
- _____
- e) What is the total budget for the project? _____



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5. Detailed application information

a) Describe your event/project.

b) Please submit your communications/media plan and the overall visibility plan for your event/project?

c) What will result from this event?

d) How will you ensure promotion of the event and how will the Municipality of La Pêche be featured?



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6. Documents to attach to your application

- Copy of letters patent
- Summary of activities of the past year
- Copy of financial statements for the past year (balance sheet and statements of revenue and expenditure)
- Copy of the report of the last annual general assembly

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Signature

Date