

POLICY TITLE	Council Corporate Sponsorship Policy		
POLICY TYPE	COUNCIL		
Replaces (if applicable)			
Approving Department	Council	Department Responsible	Corporate Services & Communications
Effective Date	September 2, 2025		
Last Update/Review	2015-07-21 Resolution #21-193	Next Review	December 2027
Supporting Documents	<i>Council Corporate Sponsorship Fund Request Form</i>		

1. PURPOSE

The Council Corporate Sponsorship Policy establishes a fund and a clear process for how the municipality will provide financial sponsorships each year, making it simple, efficient, and accountable.

2. SCOPE

This policy applies to the establishment and expenditure of a specific fund identified for purposes described below within an approved and current Five-Year Financial Plan bylaw.

3. POLICY

3.1 Subject to its annual approval and amount within the current Five-Year Financial Plan bylaw the Town of Golden Council hereby acknowledges a fund to sponsor:

- a. People;
- b. Events;
- c. Initiatives; and
- d. Projects.

3.2 Sponsorships must support or advance at least one of:

- a. Community goodwill;
- b. Corporate, political, and community recognition;
- c. Individual and collective accomplishment; and
- d. Humanitarian, social, cultural, sporting, marketing, or economic enterprises.

3.3 The Fund shall not:

- a. Be used as a Grant in Aid;
- b. Support ongoing operations of any organization;

- c. Be used in place of regular departmental advertising or sponsorship budget expenditures; or
- d. Be used retroactively.

4. AUTHORITY

- 4.1 The power and authority to adjudicate proposals and determine sponsorship recipients shall be vested jointly and solely between the Mayor and Chief Administrative Officer (CAO) provided that:
- a. Both parties must be in agreement in all sponsorship determinations; and
 - b. No singular sponsorship payment may exceed \$1,000.

5. INCLUSIONS

- 5.1 The Fund shall also include the following annual disbursements and costs associated with their sponsorships so long as they are validated by Council:
- a. Town of Golden High School Bursary.
 - b. Annual sponsorship of the Peter Bowle-Evans Award as part of the annual Chamber of Commerce Community Excellence Awards.

6. PROCESS

- 6.1 Request forms are accepted on an ongoing basis and considered based on the funding available and approved each year as part of the Five-Year Financial Plan bylaw.
- 6.2 To have its request considered, an organization applying for funds through the Council Corporate Sponsorship fund must submit complete information using the Council Corporate Sponsorship Fund Request Form at least four (4) weeks in advance of the sponsorship opportunity and/or event date.
- 6.3 All compliant request forms will be forwarded to the Mayor and CAO for consideration.
- 6.4 The amount of sponsorship funds provided will be evaluated based on the request and the availability of funds.
- 6.5 All decisions are final following adjudication by the Mayor and CAO.
- 6.6 All applicants will be contacted by the Corporate Officer (or designate) regarding the outcome of their sponsorship request whether it is approved or denied.
- 6.7 Organizations that receive funds are expected to acknowledge Council's financial support through one or more of the following ways:
- a. Social media;
 - b. Website;
 - c. Promotional materials;
 - d. Advertising (radio/newspaper);

- e. Logo placement; and/or
- f. Verbal acknowledgement at an event.

7. REPORTING

7.1 Prior to June 30 and December 1 of each year, an annual listing of fund expenditures shall be:

- a. Reported to Council for collective review within the context of this policy; and
- b. Posted to the Town of Golden website.

MAYOR

CHIEF ADMINISTRATIVE OFFICER