



CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE
C-CC-21	Council Sponsorship Policy
ORIGINAL APPROVAL DATE	DATE LAST REVISED
October 3, 2023	

Purpose

Establish clear guidelines under which Council Members, or Council, may provide sponsorships to qualifying individuals or groups.

Policy Statement

As a way to support the community at large, Council members or City Council, may provide sponsorship toward Community-based events or groups.

Definitions

“Community” refers the City of St. Albert or regionally affiliated group.

“General Council Budget” means the annually approved budget for each Council member which excludes Training and Development and Office Supplies budgets.

“Political Contributions” mean any money or real or corporate property that is provided to, or for the benefit of, a political party, constituency association, candidate for public office, nomination contestant, or leadership contestant.

“Sponsorship” means the support of a group that is intended to help the organization reach its own goals generally in the form of fundraising or by donation.

Responsibilities

Council members may, at their discretion, provide Sponsorships to Community-based events or groups that conform with the guidelines/limits set out in this policy.

The Mayor may, at their discretion and on behalf of City Council, provide Sponsorships to Community-based events or groups that conform with the guidelines/limits set out in this policy.

City Council may, by motion, provide Sponsorships to Community-based events or groups that conform with the guidelines/limits set out in this policy.

Service Standards/ Expectations

1. This policy is intended to provide guidance and is not intended to be a comprehensive list. It is each Council member's responsibility to assess each Sponsorship being considered as to its appropriateness in the spirit of the policy.
2. Groups/events being considered for sponsorship should, in the opinion of the Council member, be deemed to portray a positive image of the City of St. Albert to the overall Community.

3. Sponsorship Types

- a. In accordance with the *Election Finances and Contributions Disclosure Act*, direct or indirect Political Contributions are prohibited.
- b. No Sponsorships shall be provided whatsoever during the 120 calendar days preceding a municipal election.
- c. Events and groups being considered for Sponsorship should be St. Albert based or hold a regional affiliation in some way to St. Albert. A Council member may approve the following types of Sponsorships:
 - i. Event tickets (sponsoring others to attend);
 - ii. Auction items;
 - iii. Give-a-ways;
 - iv. Door prizes;
 - v. Supplies for events;
 - vi. Food;
 - vii. Appreciation gifts; or
 - viii. Sporting or other events (i.e. sponsor a hole at a golf tournament).
- d. Cash donations shall not be considered. Donations made through not-for-profit or charitable registration platforms are not considered cash donations and are acceptable within the confines of this policy.
- e. Purchase, distribution, or donation of alcohol, tobacco or contraband is prohibited under this policy.

4. Sponsorship Limits

- a. Each Council member, including the Mayor, may provide Sponsorships up to a maximum value of \$1,000 per fiscal year from their general Council budget.

- b. Additionally, the Mayor, at their discretion, may provide Sponsorships on behalf of City Council to a maximum value of \$3,000 per year from the Office of the Mayor budget. Sponsorships must be in line with the intent of this policy.
- c. Any request for individual sponsorships in excess of allocated budgets will be brought to Council as a motion, and if passed, will be funded from the Council Contingency budget.
- d. Council supported Sponsorships pursuant to this policy shall not exceed \$10,000 in a fiscal year.

5. Process

- a. Sponsorships may be:
 - i. Actioned directly by a Council Member and subsequently reimbursed on the Council Member Monthly Expense Claim Form; or
 - ii. Arranged by administration and coded to the Council member's budget.
- b. A letter or other documentation from the group verifying receipt of the Sponsorship is required prior to reimbursement to the Council member via the regular expense claim process.
- c. As part of the Sponsorship, recipients shall recognize the City's contribution.
- d. To prevent duplication, Council members are encouraged to report Sponsorships made during the Council Information Items agenda line.

Cross References

City Council Policy C-CC-03 Council Remuneration and Expense Reimbursement
Election Finances and Contributions Disclosure Act

REVIEW	REVISION
October 2023 – Finance	
REVIEW DATES	