



# CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE
<b>C-CC-21</b>	<b>Council Sponsorship Policy</b>
ORIGINAL APPROVAL DATE	DATE LAST REVISED
May 2, 2016	

## 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, or candidate for public office.

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

## 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 his or her 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. As per the Election Finances and Contributions Disclosure Act, direct or indirect political contributions to any political party, constituency association, or candidate for public office 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. Fundraising Event Tickets (sponsoring others to attend)
  - ii. Auction Donations
  - iii. Food
  - iv. Sporting events (i.e. sponsor a hole at a golf tournament)
- d. Cash donations shall not be considered.
- e. Purchase, distribution, or donation of alcohol, tobacco or contraband is prohibited under this policy.
- f. Sponsorships should not be given to individuals or groups that are also the recipient of a City grant.

### 4. Sponsorship Limits

- a. Each Council member may provide sponsorships up to a maximum value of \$1,000 per fiscal year (with a maximum value of \$250 to any one group/event) from their general Council budget.
- b. Additionally, the Mayor, at his or her 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 still be in line with the intent of this policy.

- c. Any request for individual sponsorships in excess of \$250 will be brought to Council as a motion, and if passed, will be funded from the Council contingency.
- d. Council supported sponsorships shall not exceed \$5,000 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 the City and coded to the Council members 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 agreement, groups should endeavor to recognize the City’s contribution.
- d. To prevent duplication, Council members are encouraged to report donations given 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
May 2021 – Finance	Date – Resolution No.
<b>REVIEW DATES</b>	

