



RURAL MUNICIPALITY OF WEST ST. PAUL Council Policy

Policy Title: Sponsorship	Policy No.: FIN-E-2026-01
Effective Date: Immediately	
Replaces Policy: Special Events and One Time Grants Policy COU 2014-01	Resolution No.: 2026-019
Review Date: As Required	Resolution Date: January 8, 2026

1. PURPOSE

- 1.1 The purpose of this policy is to establish clear and consistent guidelines for evaluating and approving requests for municipal sponsorships, donations, or in-kind support. This policy ensures the responsible use of municipal resources while encouraging community development, supporting resident achievement, and enhancing events and activities that provide a measurable benefit to the Municipality.
- 1.2 The policy outlines intake periods, eligibility criteria, decision-making authority, and funding limits to support fairness, transparency, and accountability.

2. DEFINITIONS

Applicant A resident, team, organization, or event organizer submitting a request for sponsorship or support.

CAO The Chief Administrative Officer of the Municipality or designate.

In-Kind Support A non-monetary municipal contribution such as rental fee waivers, facility usage, equipment, staff support, or promotional assistance.

Municipal Resident A person whose primary residence is within the geographic boundaries of the Municipality.

Non-Profit Organization A registered or unregistered community group, club, or association operating on a not-for-profit basis.

Sponsorship A financial contribution provided by the Municipality to support an event, activity, or individual/team participation in recognized competitions or events.

Community Benefit The positive impact on the Municipality, including increased community pride, local tourism, community engagement, economic benefit, recognition of residents, or promotion of active living.

3. SCOPE

- 3.1 This policy applies to all requests for financial or in-kind sponsorship support submitted to the Municipality by:
 - Individual Municipal residents participating in activities or competitions.
 - Teams with at least one Municipal resident member.
 - Non-profit organizations or community groups.
 - Event organizers hosting events within the Municipality.
- 3.2 This policy does not apply to:
 - Regular municipal grants or community grants governed by separate programs.
 - Capital funding requests.
 - Requests from for-profit businesses or political organizations.
 - Ongoing operational or regular-season team expenses (e.g., league fees, uniforms, equipment).

4. POLICY GUIDELINES

4.1 Intake Periods

- The Municipality will accept applications twice per year:
 - March 1
 - September 1
- Applications must be submitted by 4:30pm on the intake date to be considered.

4.2 Eligibility Criteria

To be considered, applicants must demonstrate that:

1. The applicant is:
 - A Municipal resident; or
 - A team with at least one Municipal resident; or
 - A non-profit or community organization; or
 - An event organizer hosting an event within the Municipality.
2. The request aligns with at least one community benefit, such as:
 - Supporting Municipal residents to participate in provincial, national, or international competitions.

- Enhancing community engagement or pride.
- Promoting active, healthy lifestyles.
- Encouraging local economic or tourism activity.
- Supporting events hosted within the Municipality.

3. The request is not for:

- Regular or recurring team expenses (e.g., travel for league play, equipment, club fees, registration).
- Private events or closed membership activities.
- Political, religious, or for-profit ventures.

4.3 Funding Scale

The Municipality will apply a scaled approach when determining sponsorship amounts. All sponsorships are subject to an annual maximum contribution of \$1,000 per applicant (individual, team, or event).

- a) Individual Resident Support
 - Provincial-level participation: modest sponsorship contribution, to a maximum of \$250.
 - National-level participation: increased contribution to a maximum of \$500.
 - International-level participation: highest level of individual support to a maximum of \$750
- b) Team Support
 - Teams with multiple Municipal residents: eligible for higher contribution, up to the individual support amount multiplied by the number of residents, to a maximum of \$1,000.
- c) Event Support (Monetary or In-Kind)

Events held within the Municipality may be considered for:

 - Waived or reduced facility rental fees.
 - Municipal equipment or promotional support.
 - Monetary sponsorship based on:
 - Expected attendance or tourism benefit.
 - Level of community engagement.
 - Promotion of healthy living, recreation, or cultural development.
 - In-kind support (e.g., facility rental waivers) may be approved up to a value of \$1,000, as determined by the CAO.
 - Event support cannot exceed the annual maximum of \$1,000 per event organizer.

- d) The Municipality may prioritize events that:
 - Are open to the public;
 - Are hosted by non-profits;
 - Demonstrate broad community benefit.

4.4 Application Review & Decision-Making

- The CAO has the authority to approve, deny, or request clarification on applications.
- Decisions are guided by:
 - Eligibility criteria,
 - Community benefit,
 - Available budget,
 - Past sponsorships and fairness across applicants.
- The CAO's decision is final and will be communicated within 30 days of the intake deadline.

4.5 Reporting Requirements

Approved applicants may be required to provide:

- A brief summary of the outcome (e.g., competition results, attendance statistics).
- Proof of participation (if applicable).
- Recognition of the Municipality's sponsorship where appropriate.

Failure to report may impact eligibility for future support.

4.6 Budget

- Council will allocate an annual sponsorship budget as part of its financial plan.
- The CAO may apportion funds equitably between the two intake periods.

4.7 Conflict of Interest

Members of Council or municipal staff who may benefit directly from an application must declare a conflict and not participate in the review or recommendation.

- END-

RURAL MUNICIPALITY OF WEST ST. PAUL
Sponsorship Policy
SCHEDULE "A"

Sponsorship Support Application Form

Intake Period (check one):

March 1 September 1

APPLICANT INFORMATION

Name of Applicant / Organization / Team: _____

Primary Contact Name: _____

Mailing Address: _____

Phone Number: _____ **Email:** _____

Website or Social Media (if applicable): _____

Type of Applicant (check all that apply):

- Individual Municipal Resident
- Team (Number of Municipal residents: _____)
- Non-Profit Organization
- Event Organizer
- Other (describe): _____

REQUEST DETAILS

1. Type of Support Requested:

- Monetary Sponsorship
- In-Kind Support (e.g., facility rental waiver, equipment)

Describe: _____

2. Amount of Sponsorship Requested (if monetary): \$ _____

3. Description of the Event, Competition, or Activity:

(Include dates, location, level of competition, and who is involved.)

ELIGIBILITY CRITERIA

4. Is the request related to a Provincial, National, or International opportunity?

Yes No

If yes, describe: _____

5. Explain the Community Benefit or Impact:

(e.g., resident achievement, tourism/economic benefit, community pride, health & wellness promotion)

6. Is the requesting organization a non-profit?

Yes No Not applicable

If yes, provide number or evidence (if available): _____

EVENT-SPECIFIC QUESTIONS (IF APPLICABLE)

7. Is the event held within the Municipality?

Yes No

8. Expected attendance:

Local: _____ Visitors: _____

9. Is the event open to the general public?

Yes No

PREVIOUS SUPPORT

10. Have you received Municipal sponsorship previously?

Yes No

If yes, provide year(s) and amount(s): _____

Attachments (if applicable)

- Event poster or promotional material
- Budget or cost estimate
- Proof of registration/qualification (for competitions)
- Letters of support
- Other: _____

Declaration

I certify that all information provided is accurate and complete. I agree to acknowledge the Municipality's support where appropriate and provide any required reporting following the event or activity.

Applicant Signature: _____

Date: _____

