



**THE CORPORATION OF THE TOWNSHIP OF AUGUSTA**

**BY-LAW NUMBER 3096 - 2014**

**Being A By- Law To Establish A Sponsorship And Donation Policy**

WHEREAS the Township of Augusta acknowledges that corporations, businesses, individuals and service organizations may from time to time choose to support financially and/or materially Municipal activities through sponsorships;

AND WHEREAS the Municipality supports the development of sustainable relationships between the Municipality and the community that encourage community groups, businesses, corporations, labour groups, civic organizations, industries, government agencies, colleges, universities, and others to join in developing municipal-business relationships for the benefit of the community;

AND WHEREAS acceptable sponsorships provide benefits to the civil, cultural, artistic or recreational programs of the municipality through the donations /contributions of products, services or money to the Municipality.

AND WHEREAS Council deems it expedient to adopt a Sponsorship and Donation Policy;

Now Therefore The Council Of The Corporation Of The Township Of Augusta Enacts As Follows:


1. That a Sponsorship and Donations Policy as attached hereto as Schedule "A" be adopted.
2. This by-law shall come into force and effect on the day that it is passed.

Read a first time this 14 day of April 2014  
Read a second time this 14 day of April 2014  
Read a third time and passed this 14 day of April 2014.

  
\_\_\_\_\_  
REEVE

  
\_\_\_\_\_  
CAO/CLERK

Schedule A

 <b>Township of Augusta</b>			
Policy:	<b>Sponsorships and Donations Policy and Procedures</b>	Date Issued: By-Law:	April 14, 2014 3096-2014
Application:	Council and Staff	Revision No.	
Page 2 of 2		Revision Date:	

**Overview**

The Township of Augusta acknowledges that corporations, businesses, individuals and service organizations may from time to time choose to support financially and/or materially Municipal activities through sponsorships and/or donations. The Municipality supports the development of sustainable relationships between the Municipality and the community, and encourages community groups, businesses, corporations, labour groups, civic organizations, industries, government agencies, colleges, universities, and others to join in developing municipal-business relationships with the Municipality through various types of sponsorship/donor arrangements for the benefit of the community.

Acceptable sponsorships and/or donations provide benefits to the civil, cultural, artistic or recreational programs of the municipality through the donations/contributions of products, services or money to the Municipality.

Where financial considerations are involved as a result of municipal-business relationships, revenue opportunities for the Municipality shall be optimized.

While encouraging business and community relationships, the Municipality recognizes that it has a responsibility to provide as safe and secure an environment as possible for all residents. The Municipality, with a "captive" clientele, will not become vehicles for circulation of materials intended primarily for commercial gain, nor for materials that may be perceived to be inflammatory in nature or intent.

**Exclusions**

This policy does not apply to contracts where a service or product is provided to the Municipality for a fee or to other arrangements the Municipality enters into in order to manage its operations. This policy does not take precedence over any policies, practices and agreements with respect to advertising and associated in-kind service arrangements that are developed through purchasing contracts or other means.

This policy also does not apply where donations are made under certain and special circumstances such as emergencies, fundraising and Municipal or municipally endorsed events.

**Definitions**

"Donation" means money, goods or services given to the Municipality with no expectation of reciprocal provision of goods or services to the donor.

"Emergency" means a situation that warrants activation of the Municipal Emergency Control Group.

"Fundraising" means corporate and community events and programs undertaken collaboratively with the Municipality to raise funds for Municipal initiatives.

"Municipal Events" means special events such as Civic Awards Ceremony, Volunteer and Staff Appreciation Events, Retirement Parties, etc..

"Municipally Endorsed Events" means events hosted by other organizations for which the Municipality provides assistance in securing donations and sponsor material.

"Sponsorship" refers to an organization or commercial enterprise providing financial support or goods or services for an activity, series of activities, program or service. Generally sponsorships shall be for a specific, short term and limited purpose usually no more than one year in duration. There will be no provision for automatic renewal or extension of the agreement and renewal(s) will be subject to an evaluation process.

## **Administrative Procedures**

This Policy is administered by the CAO jointly with relevant Department Managers and appropriate consultation with the Treasurer.

The Municipality shall have the authority to decline any form of donation or sponsorship.

Acceptance of donations/sponsorships is at the sole discretion of the Municipality.

In accordance with the Municipal Code of Conduct, no employee of the Municipality shall accept a personal gift in cash or kind, or benefit from the corporate sponsor or donor.

The following points may be considered in determining whether to accept a donation or sponsorship agreement:

- There is a defined need
- Offers significant civil, cultural, artistic or recreational benefits or social values for residents
- Causes minimal intrusion while enhancing Municipal operations
- Municipality has sufficient funds to pay the costs of installation, on-going maintenance, repairs and training
- It is fair and equitable to other providers
- Will not lead to exploitation of the residents
- Does not imply endorsement of the Municipality
- Expected acknowledgement is dignified, modest, reasonable and consistent with this policy
- Is not primarily to solicit sales
- Ensures protections against claims that are false or misleading
- Donated goods and services are held to the same standard used for the selection and purchase of goods and services.
- Result in no encumbrances, liens or debt on the part of the Municipality.

## **Sponsorships**

Council approval is required to accept sponsorships. Sponsorship agreements exceeding \$1,000 in amount or longer than one (1) year in duration or that include exclusive privileges to the sponsor shall be confirmed by contract through the Municipality. Proposals shall be sent to the Treasurer with a detailed rationale to obtain appropriate approvals and/or draft proper legal agreements in consultation with all stakeholder groups.

Sponsor activity must not infringe on any collective agreement or labour relations practices and must be consistent with the Procurement By-Law.

## **Donations**

The CAO has delegated authority to accept cash donations of a value up to \$1,000 over a term up to two years or one-time donations of goods and/or services of a value up to \$1,000 without requiring Council approval. Any donations greater than \$1,000 or that include exclusive privileges to the donor will require approval of Council.

The Municipality is able to issue tax receipts for cash donations and donations of furniture, equipment or similar items valued \$1,000 or less. In accordance with Canada Revenue Agency's recommendation, donated items valued at more than \$1,000 may require an independent assessment by a third party before the Municipality can issue a tax receipt.

New or used equipment must be at a standard acceptable for use in Municipal facilities and meet the Municipality's specifications as may be deemed appropriate by the Municipality.

Equipment must be installed according to the standards of the Municipality.

The Municipality will consider costs of installation, maintenance, repairs, and training, where necessary, to ensure funds are available to support the acquisition of the donated equipment. If accepted, donations shall become the property of the Municipality.

## **Recognition**

While public recognition may not be the primary rationale for a donation or sponsorship, the Municipality appreciates that it is generally appropriate to recognize, thank or publicly acknowledge the sponsor's support.

Sponsors may be recognized in an appropriate manner such as, but not limited to: in programs; directories; media releases; newsletters; posters; signage/brochures; and at Committee/Council meetings. Use of corporate logos and slogans should be appropriate or as defined in an agreement. There shall be no actual or implied obligation to purchase the product or services of the sponsor.

Each sponsorship/donation arrangement should have an agreed upon acknowledgement plan prior to accepting the sponsorship or donation. The acknowledgement plan shall be approved by the Municipality in consultation with the sponsor. The CAO will ensure the sponsor/donor acknowledgement that the plan is acceptable and consistent with this policy for Municipal-wide sponsorship agreements.