

**Policy PUB-001-014: Public Sponsorship (NEW)****Report Purpose**

To seek Council approval of new Policy PUB-001-014: Public Sponsorship.

**Recommendation**

THAT Policy PUB-001-014: Public Sponsorship, be approved.

**Council History**

December 8, 2015 – Council approved motion 2015/478: prepare a draft policy to address issues related to Strathcona County sponsorship of charitable events.

**Strategic Plan Priority Areas**

**Economy:** Policy outlines criteria guiding the provision of sponsorship dollars.

**Governance:** Policy will govern and add consistency to how Strathcona County provides sponsorship dollars.

**Social:** N/A

**Culture:** N/A

**Environment:** N/A

**Other Impacts**

**Policy:** Policy PUB-001-014: Public Sponsorship will enable Strathcona County to manage its sponsorship activities in a transparent and consistent manner.

**Legislative/Legal:** N/A

**Interdepartmental:** This policy will direct the public sponsorship of all departments across Strathcona County.

**Summary**

Policy PUB-001-014 Public Sponsorship defines public sponsorship and provides guidelines for determining when sponsorship is appropriate. It further sets out the circumstances under which Strathcona County may sponsor the initiatives of individuals, community groups, or organizations within the community.

**Communication Plan**

Once approved, Policy PUB-001-014 Public Sponsorship will be shared with all departments, and be made available publicly on the County website.

**Enclosure**

1 PUB-001-014: Public Sponsorship Policy