

Public Sponsorship

Cross-reference: GOV-002-029 *Communications Policy*

Policy Statement

Strathcona County is committed to informing and educating citizens, and supporting local organizations and groups in ways that align with the goals, purposes, and strategic plans of the County, and in keeping with Strathcona County's Corporate Values.

Purpose

The purpose of this Policy is to set out the circumstances under which Strathcona County may sponsor the initiatives of individuals, community groups, or organizations within the community.

Definitions

County - Strathcona County

Sponsorship – the creation of a mutually-beneficial relationship between a sponsor and an organization, program, or host of an event. Value can be provided in the form of funding, profile, or in kind support or services (e.g., providing a venue at reduced or no charge).

Public sponsorship – the County providing funds and/or in-kind to support others to external causes or initiatives, and which may or may not be in exchange for County profile or other benefits to support the delivery of programs or services, (e.g., as part of membership such as a professional association to aid in staff recruitment, or to support partners in the delivery of service).

Guidelines

Use of the County logo in promotional materials for sponsorship activities must adhere to the County's visual identity standards. In some instances sponsorship will only be provided on the condition of specific acknowledgement of the County's contribution.

Sponsorship, particularly when provided in conjunction with permission to use the County logo, may imply endorsement of an initiative by the County. The County must, therefore, consider reputational, endorsement, precedent-setting, or escalation implications of all sponsorship decisions:

- Reputation – the County must exercise diligence when choosing to affiliate Strathcona County's name and brand with a partner in a way that may reflect negatively on the County's image.
- Endorsement – to avoid creating an actual or perceived conflict of interest (i.e. unfairly endorsing one organization over another), the County must consider whether

a sponsorship may be perceived as an endorsement of an organization and its mission, goals, and objectives.

- Precedents – the County must evaluate the potential that sponsorship may be interpreted as ongoing, that it may be interpreted as invoking an obligation to provide additional sponsorship in the future, or that it may indicate support for similar initiatives.
- Escalation – the County must ensure all parties have a clear understanding of the timeline and parameters for support of the initiative.

As a publicly funded organization that offers a range of granting programs to support the community, Strathcona County provides funds to programs and organizations through many initiatives, including a large suite of grant programs. Therefore, Public sponsorships should generally be provided only when the sponsorship falls into one of the following categories:

1. Profile - Provides exposure of the County's brand and profile through advertising space or exposure to associations, groups, or organizations. Many of these initiatives are approved as part of the yearly budgeting process (e.g. Country Classic and Christmas in the Country).
2. Strategic Plan - Aligns with or advances the County's organizational business goals or the County's strategic plan.
3. Indirect Benefit – Provides a benefit to the County, such as aiding in recruitment from professional member organizations.

Policy Record

Date of Approval by Council: September 12, 2017 **Resolution No:** 2017/368

Next Review Date: September 12, 2020

Policy No: PUB-001-014

Last Review Date: September 12, 2017

Replaces: N/A

Administrative Review: Communications