



Village of  
Warburg

Box 29  
Warburg, Alberta  
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Municipal Administrator

<b>AUTHORITY</b>	<b>EFFECTIVE DATE</b>	<b>POLICY NUMBER</b>
VILLAGE OF WARBURG	April 8, 2019	90/19
	<b>AMENDED</b>	<b>REVIEWED</b>

**TITLE** Sponsorship & Promotions Policy

**POLICY STATEMENT:**

The Village of Warburg recognized the importance of supporting residents and organizational events or functions that provide services to the Village residents.

Support of various projects provides an opportunity for the Village to provide funds or items to groups and individuals that recognize and promote the Village of Warburg thereby increasing the Village's profile.

**DEFINITIONS:**

"Sponsorship Committee" means members of administration or Council assigned to receive and evaluate applications.

"Sponsorship" means the act of supporting an event, activity, person or organization financially or through the provision of products or services.

**STANDARDS:**

1. Village Council approves the budget for sponsorship funding support through the annual budget process.
2. Applications are to be submitted a minimum of 30 days before the event to which they apply.
3. Requests will be reviewed monthly as determined by administration.
4. All approvals are conditional and may be cancelled at the discretion of the Village of Warburg.
5. Administration will prepare all applications for review. All final funding approvals will be directed by this Policy.

6. The Municipal Administrator will complete a merit-based evaluation review process that will inform Council decision.
7. All applicants will be notified of their status within 30 days of their application deadline.
8. Recipients must acknowledge and demonstrate the support of Warburg Council.
9. Applications, criteria and guidelines will be available on the Village of Warburg website.

#### POLCIY RESPONSIBILITIES

##### Council:

1. Village Council approves the budget for sponsorship funding support through the annual budget process.
2. All final funding approvals will be as directed by Council.

##### Administration:

1. Administration will lead the administration of applications, criteria, review process and recommendation to Council.

#### PROMOTIONAL ITEMS CATEGORIES:

1. CATEGORY A: Special Occasion (up to \$200)
  - \* Items presented for significant anniversaries, achievements, milestones, grand openings, etc. (Note: not meant for personal anniversaries, weddings, etc.)
  - Minimum Authorization: Council
2. CATEGORY B: Non-sponsorship event (up to \$100)
  - \*Items presented for silent auction, door prize, gift basket, golf tournament, fundraiser, etc. (typically local community/association events, professional association events, etc.)
  - Minimum Authorization: Municipal Administrator
3. CATEGORY C: Warburg Community sponsored event (up to \$75)
  - \*Items presented for workshops, open houses, information sessions, speaker gifts (e.g. Warburg Community sponsored or hosted events)
  - Minimum Authorization: Municipal Administrator
4. CATEGORY D: Employee Recognition (up to \$25)
  - \*Items presented for staff recognition, staff welcome
  - Minimum Authorization: Municipal Administrator

\*The examples noted above are examples only and are not all encompassing. If in doubt, the Administrator will determine the appropriate category for authorization.

Any donation of promotional items above \$200 would be subject to the Village Sponsorship regulations and would be reviewed and approved by Council.

#### PURPOSE:

To regulate and standardize the Village's sponsorship of special events.

VILLAGE OF WARBURG  
SPONSORSHIP REQUESTS APPLICATION FORM

1. Name of Group and Background of Organization  
(main focus of organization, age group served, etc.....)

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- a) What other organizations, if any, is your group affiliated with.

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2. Type of Group (please check appropriate box)

Local non-profit Society of Charity

Local non-profit Community Group/Organization

*(Groups/organizations established within the Village of Warburg)*

3. Name of Contact (who can provide further details about the request)

Name:

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Position in the Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*The personal information on this form is being collected for the purpose of determining eligibility of an applicant to receive a Council Sponsorship. The information is collected under the authority of Section 33© of the Freedom of Information and Protection of Privacy Act and will become public information once it is submitted to Council at a Council meeting. Questions regarding the collection of this information can be directed to the Municipal Administrator at (780) 848-2841*

4. Type of Request (please check all appropriate boxed)

• Facility Rent

Full cost of rental

% of rental cost (percentage amount \_\_\_\_\_%)

• Program Costs

Regular and ongoing

New initiative

• Special Event or Competition

Hosting event at \_\_\_\_\_

Fundraiser

Regional

Zone

Provincial

Interprovincial

National

International

• Representing the Village of Warburg at an event

Regional

Zone

Provincial

Interprovincial

National

International

5. Please provide more specific information regarding the request. Attach additional sheets if necessary. State the exact amount of sponsorship you are requesting.

Special occasion up to \$200

Non sponsorship event up to \$100

Community Sponsored event up to \$75

Donation Item for Silent Auction / Door Prize

Event Date/Time/Location: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Program or event description: \_\_\_\_\_

Number of participants both local and non-local: \_\_\_\_\_

Facility being used, number of hours & cost of rental (If requesting a sponsorship for facility rental):

Program or event budget details (attach budget) \_\_\_\_\_

Groups yearly budget, including fundraising initiatives (attach budget) \_\_\_\_\_

6. The undersigned agrees that the information provided is correct and complete.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Return this completed application with all supporting materials attached to:  
Christine Pankewitz, Municipal Administrator  
Village of Warburg  
Box 29, Warburg, AB T0C 2T0  
Fax: 780-848-2296 Email: [cao@warburg.ca](mailto:cao@warburg.ca)

(FOR OFFICE USE ONLY)

Sponsorship Recommended: Yes

Council Date: \_\_\_\_\_

No

Amount of Sponsorship: \_\_\_\_\_

Funds from Account: \_\_\_\_\_

Date Group Notified: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date