

	Policy Title: Sponsorship Contribution Policy	Policy No: <b>CO-030</b>
	Authority: Staff and Council	Classification: n/a
	Date Adopted: July 28, 2025	Motion No:
Historical Changes: n/a		

### **Purpose:**

The District of Sooke recognizes the value of supporting community-based initiatives that foster civic pride, community engagement, and social and economic vibrancy. This Sponsorship Contribution Policy outlines the framework for providing financial or in-kind sponsorships for events, programs, or activities and establishes requirements for District recognition and impact reporting. Further, in alignment with the Truth and Reconciliation Commission's Calls to Action, the District also seeks to advance reconciliation by encouraging District-sponsored events to incorporate Indigenous inclusion into event operations.

### **Scope:**

This policy applies to sponsorship requests made to the District of Sooke, including:

- One-time contributions for unique or inaugural events and initiatives;
- Multi-year sponsorships for eligible recurring events or initiatives, up to a maximum of four years before renewal consideration.

This policy does not apply to event partnerships.

### **Definitions:**

Defined word	Definition
<b>Sponsorship</b>	A financial or in-kind contribution provided by the District of Sooke to support a community event, program, or initiative, in exchange for public recognition.
<b>In-kind Contribution</b>	A non-monetary form of support, such as the use of District-owned equipment, materials, facilities, or staff time, that provides value to the recipient.
<b>Event or Initiative</b>	A time-bound activity or program that serves a public benefit and is delivered by an eligible organization. This may include festivals, seasonal celebrations, educational campaigns, or cultural initiatives.
<b>Multi-year Sponsorship</b>	An ongoing sponsorship commitment approved by Council for a period of up to four years, subject to compliance with recognition and reporting requirements.
<b>Eligible Applicant</b>	An organization that qualifies to apply for sponsorship under this policy, including registered non-profits, societies, community associations, charities, and local schools or youth groups.
<b>Event Partnership</b>	A collaborative arrangement between the District of Sooke and an organization where both parties contribute resources - financial, in-kind, and logistical - to plan and deliver a public-facing event. Unlike sponsorships, event partnerships often involve shared planning

	responsibilities, co-branding, and mutual recognition, reflecting a deeper level of engagement and alignment with District priorities.
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## **Principles:**

### **Eligibility**

Eligible applicants include:

- a) Non-profit organizations
- b) Registered societies
- c) Community associations
- d) Charitable organizations
- e) Local schools or youth organizations

Applicants must demonstrate how the sponsorship will provide benefits to the Sooke community and must demonstrate, where feasible, how Indigenous inclusion will be reflected in their event or initiative.

If the event requires a permit (e.g., special event permit or park use permit), the permit application must be submitted prior to the sponsorship request.

### **Ineligible Activities**

Sponsorships will not be provided for:

- Activities that primarily benefit individuals or private businesses
- Political, religious, or advocacy-related events
- Retroactive funding for events that have already occurred
- Events not open to the public
- Organizations in default of previous District funding or reporting requirements

### **Application Process**

Sponsorship requests must be submitted by letter to the District's Financial Services Department and include:

- A description of the event or initiative
- The amount and/or nature of support requested (financial and/or in-kind, or a combination of financial and in-kind)
- Confirmation that the organization will meet District recognition and reporting requirements outlined in this policy

Applications, by Sponsorship Request Letter, will be reviewed on a rolling basis, with at least 60 days' notice and consideration of Council meeting schedules. Applicants are encouraged to apply early to allow for adequate administrative processing and, where required, inclusion on a Council meeting agenda.

Applicants will be notified of the status of their sponsorship requests within 24 hours of a decision being made.

### **Funding Limits and Approval Thresholds**

To maintain fiscal responsibility and ensure transparent use of public funds, the following limits and approval authorities apply:

- Monetary requests for up to \$250 per year and in-kind contributions that can be accommodated within existing staff capacity may be approved by staff.

- Monetary requests between \$251 and \$1,000 per year, including multi-year commitments, must be approved by Council through majority vote at a public meeting.
- The maximum value of a single sponsorship request shall not exceed \$1,000 per year.
- Multi-year sponsorships will be limited to a maximum term of four years, provided the organization remains in good standing with respect to recognition and reporting requirements. After four years, a new sponsorship request may be submitted.
- Where a multi-year sponsorship is approved, the applicant will be required to enter into a Sponsorship Contribution Agreement with the District of Sooke. This agreement will outline the terms and conditions of the sponsorship, including that funding for subsequent years will only be released upon confirmation that the approved event or initiative will proceed as planned and that reporting requirements from the previous year have been met.
- The total monetary sponsorship contribution per year is set by Council during annual budget deliberations.
- In extenuating circumstances, to respond to emerging needs that exceed the pre-determined sponsorship threshold, Council may use Council contingency (provided funds are available) by a unanimous Council decision at a public meeting.

### **Consideration Criteria**

Sponsorship requests will be considered based on the following:

- Alignment with the District's Strategic Plan and community values, including demonstrated efforts to include Indigenous perspectives or partnerships in event planning and delivery
- Demonstrated community benefit and/or participation
- Opportunities for meaningful recognition of the District's support
- Organizational capacity to deliver the initiative
- Compliance with past sponsorship requirements, if applicable
- Available District budget

### **District Recognition Requirements**

Recipients are required to publicly acknowledge the District of Sooke's sponsorship through:

- Prominent display of the District's logo on all events or initiative promotional materials (digital and print)
- Verbal recognition during the event or initiative, if available
- Recognition through social media and/or digital communications, where applicable
- Any other public-facing acknowledgment appropriate to the scale of the event

All use of the District's logo must comply with the District's brand guidelines.

### **Reporting Requirements**

Recipients must submit a Sponsorship Impact Form within 30 days of the event or initiative. The report must include:

- 2 to 3 photos of the event or initiative showing the sponsored activity and District recognition;
- A brief description of how Indigenous inclusion was implemented in the event or initiative; and
- A short summary of attendance or community reach.

The form contents will be included in a subsequent Chief Administrative Officer (CAO) report to Council to complete the reporting cycle and in full transparency to the community.

Failure to submit a Sponsorship Impact Form and/or lack of District recognition of sponsorship may affect future sponsorship eligibility.

### **Funding Considerations**

Sponsorships may be funded through the Community Investment Program or other Council-approved sources, if appropriate. Where a sponsorship extends to an event partnership, funding sources may also include grants, provincial or federal contributions, or Municipal and Regional District Tax (MRDT) allocations.

All sponsorship requests are subject to funding availability.

### **Policy Administration and Review**

This policy is administered by Administrative Services and Financial Services. A review will take place every three years or at the direction of Council.

### **References:**

Policy Number:	CO-030
Policy Owner:	Administrative and Financial Services
Endorsed by:	District of Sooke Council
Final Approval:	July 28, 2025
Date Approved:	July 28, 2025
Review Date:	July 28, 2025
Revision Date:	July 28, 2025
Related Policies:	Service Agreement Policy Community Grants Policy
Related Publications:	Sample Sponsorship Request Letter Sponsorship Impact Form Guidance on Indigenous Inclusion