

Policy Title	Effective Date	Updated to	Policy Number
Sponsorship Policy		October 10, 2023	2.4

Scope

This policy governs all requests for sponsorship received by the Town of Nipawin.

Purpose

- To attract conventions and special events to Nipawin that will provide an economic benefit from outside the municipality and province.
- To attract conventions and special events to Nipawin for the benefit of publicity, future opportunities, and to enhance our municipality's image;
- To enhance Nipawin's profile as a true convention and special event destination;
- To develop a hospitality program that assists conventions and special events within a structured framework that is fair to all levels of applicants;
- To facilitate, enhance and showcase Nipawin and its hospitality;
- To attract visitors to Nipawin and, in so doing, generate significant economic benefit for the community;
- To enhance the profile and visibility of Nipawin, provincially, nationally and internationally;
- To enhance community spirit and pride.

Policy

The Municipality may sponsor or participate in the sponsoring of civic hospitality to:

- a) Provincial, National, or International conventions and/or special events held in Nipawin;
- b) Other conventions or special events to promote the interests of the Municipality.
- c) The Municipality may enter into arrangements for sponsorship of conventions and special events with other organizations on a cost-sharing basis provided:
- d) The Municipality's share of the costs falls within the amount budgeted and deemed reasonable by Council.
- e) The Municipality does not assume any obligations financial or otherwise except to provide its agreed upon share of the cost of sponsorship.
- f) The Town will not participate in requests for advertising sponsorships that are presented by private business.
- g) Requests for sponsorships of special occasions and/or projects from local non-profit organizations or groups will be considered by Council on an individual basis.
- h) An event (special or annual) held in Nipawin, lasting for a minimum of two consecutive days, which provides a high profile and significant economic benefit for the municipality through the large number of estimated delegates and/or spectators (including a significant percentage of tourists) and through the expected extent of publicity generated. Each event will be evaluated for funding on its own merit. Special Events include sports, arts, heritage, cultural, multi-cultural, trade shows and festivals.

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1. Guidelines

All applications and requests to the Convention & Special Events Sponsorship Policy will go to the Community Services Department for processing in accordance with the criteria contained within this policy. Applications will be accepted based on the following guidelines:

- a) Conventions and Special Events Sponsorship may be conditionally approved prior to the bid being formally awarded; thus, the potential sponsorship opportunity to act as an incentive during the bid process;
- b) Applications will be accepted up to a maximum of three years from the date of the event. Applications for funding of events that have already occurred are not eligible;
- c) Applications for funding must be submitted for approval no later than 6 months prior to the event. Council may consider late applications at its discretion.
- d) Applications are for conventions or special events where sponsorship must benefit Nipawin;
- e) Applications will be accepted up to a maximum of three years from the date of the event. Applications for funding of events that have already occurred are not eligible.
- f) Convention & Special Events Sponsorship contributions are based on the evaluation of the application by Community Services Department and vary according to the criteria in this policy to a maximum of \$ 1,000.00 of combined cash, secondary charges, or gift in-kind to any one organization;
- g) When special circumstances occur, a convention or organization has the right to directly apply to Council for funding; however, in doing so, they are not eligible to receive funds from the Conventions & Special Events Sponsorship Fund;
- h) Municipal facilities, such as the Evergreen Centre may be provided as a gift in-kind when available, and upon written approval from the **managing department**. The value of the contribution shall be the rental cost of providing the facility. All events must follow the contract which governs the use of that facility.
- i) Community based non-profit organizations will be charged a rate of 25 percent of regular rates for weekly or biweekly meetings held at the Nipawin Evergreen Centre. Regular rates apply to all other uses of the facility.

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2. Source of Funds

Council may allocate a funding amount for sponsorship to be used during the fiscal year at the time of budget approval.

3. Application of Funds

Applications are received and considered on a first-come, first-served basis.

4. Process

The following process has been established for applications for funding under this policy:

- All requests are to be directed to Community Services Department for processing;
- All applications will be evaluated by the Community Services Department based on the principles and criteria outlined in this policy;
- If approved, the dollar amount will be established by the Community Services Department;
- The Community Services Department will notify the Council of the results of the evaluation.
- The Town of Nipawin will issue an official letter to applicants advising of approval and confirming the dollar amount to be awarded or the reason for the application not being approved.
- Challenges are to be brought forward to Council in writing, whose decision shall be final.

5. Criteria Requirements for Processing Applications

5.1 Check List

- Provincial National or International Conference or Special Event;
- Not applying to the Town of Nipawin for other funds (cash or in-kind);
- Event is no more than three years out;
- 3 years of event history has been provided, if applicable;
- Event financial status (balance sheet) and convention budget provided;
- Must commit to filling out follow up survey, or funding will not be processed;
- First time events shall rate higher than returning events, based on the greater effort in the bid process to have the event awarded.

5.2 Funding Level Evaluation Model

- First time or one-time events are rated higher in evaluation than re-occurring events
- Level of Conference Local participants vs Regional, Provincial or National

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participants

- Falls within Tourism Nipawin target markets.
- Number of Delegates x Number of convention days
- Number of Companies
- Confirmed vs. Unconfirmed for Nipawin
- Identify the use for the funds allocated through this policy for the event.
- Identification of how much of the conference or special events profits remain in the community.
- Potential legacy identified for the community, ie donation, capital item, future marketing enhancement to the community.

5.3 Bonus Considerations

- Viable Economic Impact Study of conference has been provided.
- Time of Year
- Special Circumstances

6. Responsibilities

6.1 Community Services Department

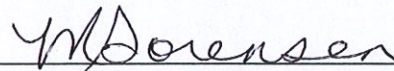
The Community Services Department will be responsible for administering and reviewing this policy.

6.2 Council

Council shall be responsible for approving any updates to this policy and for approving an annual sum for the Conventions & Special Events Sponsorship Fund.



Mayor



Chief Administrative Officer