



Town of Stephenville Sponsorship Policy

Policy No: 072

Title: Sponsorship Policy

Resolution No: 25-98

Approval date: April 17, 2025

1. Purpose

The purpose of this policy is to establish clear guidelines for evaluating and responding to sponsorship and marketing requests from community organizations and external partners, ensuring that public funds are allocated in a fair, transparent, and impactful manner that benefits the broader Stephenville community.

2. Scope

This policy applies to all sponsorship and marketing requests submitted to the Town of Stephenville by community groups, nonprofit organizations, event organizers, and promotional partners. It also provides guidance on how the Town may choose to promote its own brand or services through strategic marketing opportunities.

3. Policy Statement

The Town of Stephenville values the opportunity to support community-based initiatives that contribute to the social, cultural, recreational, and economic vibrancy of the community. Through a structured and responsible approach to sponsorship and marketing, the Town seeks to:

- Strengthen community engagement and pride
- Support initiatives with meaningful community impact
- Promote the Town's brand, programs, and strategic priorities

- Ensure consistent and equitable decision-making in the use of public funds

4. Eligibility Criteria for Sponsorship Requests

To be considered for sponsorship, applicants must meet the following requirements:

4.1 Organizational Status

- Must be a registered community group, nonprofit, or charitable organization.
- Must operate within or provide direct benefit to the community of Stephenville.

4.2 Activity or Event Type

- Priority will be given to:
 - Sporting organizations affiliated with recognized provincial or national bodies
 - Events that promote wellness, culture, youth engagement, or local economic development
- Sponsorship will not be considered for:
 - Personal fundraising efforts
 - Political campaigns or partisan events

4.3 Community Impact

- Applicants must clearly outline how their event or initiative will benefit the Stephenville community.
- Applications must include details such as audience reach, number of participants, demographics, and community relevance.

4.4 Recognition

- Sponsored groups must acknowledge the Town's contribution through appropriate public recognition (e.g., logo placement, verbal acknowledgment, signage, social media, etc.).

5. Marketing and Promotional Sponsorships

In addition to supporting external initiatives, the Town of Stephenville may participate in marketing and advertising opportunities that promote its own brand, services, or strategic goals.

These marketing efforts will be considered under the following conditions:

- **Strategic Alignment:**
The opportunity must support key Town objectives related to tourism, economic development, community pride, population growth, or public engagement.
- **Audience Reach and Relevance:**
The platform or publication must demonstrate value in reaching target audiences such as local residents, visitors, potential investors, or prospective residents.
- **Reputation and Professionalism:**
The event, platform, or publication must be credible and align with the Town's image and values.
- **Budget Consideration:**
All marketing expenditures must be within the approved marketing or sponsorship budget allocated during the Town's annual fiscal planning.
- **Internal Approval:**
Marketing expenditures must be reviewed and approved by the CAO or designate. Major sponsorships or campaigns above a set threshold may require Council approval.

Examples of acceptable marketing opportunities may include:

- Regional tourism guides

- Provincial or national event programs
- Cultural or recreational event promotions that enhance Stephenville's profile
- Strategic campaigns tied to investment, tourism, or resident attraction

The Town reserves the right to decline marketing opportunities that do not align with its strategic direction or community interests.

6. Financial Guidelines

- The maximum sponsorship amount is \$1,000. Amount of sponsorship will be determined based on the nature and scale of the initiative.
- A total annual budget for sponsorships and marketing will be established by Council as part of the fiscal planning process.
- Once the allocated budget is exhausted, no further sponsorships will be considered for that fiscal year.
- Marketing and promotional advertising are considered part of this budget and are subject to the same financial oversight.

7. Application Process

1. All sponsorship requests must be submitted in writing using the Town's Sponsorship Request Form.
2. Requests must include:
 - Organizational background and contact information
 - Description of the event or initiative
 - Community impact and target audience
 - Budget details and intended use of Town funds
 - Recognition opportunities for the Town
3. Applications must be submitted at least four weeks in advance of the event or campaign.
4. Town Administration will review submissions and present recommendations to Council for approval, as required.

8. Evaluation and Approval

All applications will be evaluated based on:

- Alignment with this policy
- Demonstrated benefit to the community
- Value and visibility of the Town's support
- Budget availability

Approval in one year does not guarantee funding in future years.

9. Review and Amendment

This policy will be reviewed every two years, or as needed, to ensure alignment with the Town's evolving priorities and community needs.



**Town of Stephenville
Sponsorship Request Form**

Section 1: Applicant Information

- Organization Name:
 - Mailing Address:
 - Contact Person:
 - Title/Role:
 - Phone Number:
 - Email Address:
 - Website / Social Media (if applicable):
-

Section 2: Organization Overview

- Type of Organization (check one):
 - ☐ Registered Non-Profit
 - ☐ Community Group
 - ☐ Charitable Organization
 - ☐ Other (please specify): _____
- Is your organization affiliated with a provincial or national body?
 - ☐ Yes ☐ No
 - If yes, please specify: _____

- Brief Description of Your Organization and Its Mandate:
(Max 150 words)
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Section 3: Sponsorship Request Details

- Name of Event or Initiative:
 - Date(s):
 - Location:
 - Total Budget for the Event/Initiative: \$_____
 - Amount of Sponsorship Requested from the Town of Stephenville: \$_____
 - Please provide a brief description of the event/initiative and its goals:
(Max 200 words)
 - Describe how this initiative will benefit the community of Stephenville:
(Include estimated reach, demographics, and community impact)
 - Is this a sporting event?
☐ Yes ☐ No
If yes, please specify:
 - Sport Type: _____
 - Number of Participants: _____
 - How will the Town of Stephenville be recognized as a sponsor?
☐ Logo placement (programs, posters, etc.)
☐ Verbal recognition at event
☐ Social media mentions
☐ Other (please specify): _____
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Section 4: Additional Information

- Have you received sponsorship from the Town of Stephenville in the past?
☐ Yes ☐ No
If yes, please specify year(s) and amount(s): _____

- Please list any additional sponsors or sources of funding for this initiative:
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Section 5: Required Attachments

Please ensure the following are attached with your application:

- ☐ Event/Initiative Budget
 - ☐ Proof of affiliation with provincial/national body (if applicable)
 - ☐ Promotional materials (if available)
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Signature

I certify that the information provided in this application is true and complete to the best of my knowledge.

Name: _____

Signature: _____

Date: _____

Submit completed forms to:

Town of Stephenville