

Community Sponsorship and Fundraising Policy

1.0 Policy Statement

Mount Pearl City Council welcomes mutually beneficial sponsorships that enrich the lives of residents by enhancing City properties and programs. Mount Pearl City Council may consider sponsorship requests from local community groups for events that relate directly to the City's mandate.

The City does not provide donations to individuals for activities, events, or programs. Residents of Mount Pearl who require financial assistance to participate in city-run recreation programs may apply to the City's P.E.A.R.L. program.

2.0 Definitions

Community Group- A locally based community organization, registered charity, community interest company or not for profit community group.

Donation- A contribution to an organization without the need for anything in exchange from the organization.

Registered Food Bank- An organization registered with the Newfoundland and Labrador Food Sharing Association.

Sponsorship- Cash or in-kind gifts provided to an organization for a specific purpose in exchange for marketing or advertising consideration.

3.0 Background

An annual budget approved by Council for the purpose of providing sponsorships to support eligible applicants and initiatives will determine the limited amount of funds available for disbursement to support sponsorship requests.

4.0 Purpose

The purpose of this policy is to create a Sponsorship framework that allows the City of Mount Pearl to:

- a) provide benefit to residents by assisting with the enhancement of community programs, events, or services;

- b) ensure fairness, transparency, and accountability; and
- c) ensure that events and programs covered by the policy align with the City's Strategic Plan and mandate.

5.0 Scope

This policy applies to requests for sponsorships received by not-for-profit community groups for eligible programming or events.

This policy does not apply to:

- a) City hosted events and festivals;
- b) Recognition of significant local events, individuals, or geographic features;
- c) Incentive programs and grants;
- d) Private sport organizations;
- e) Schools;
- f) Conference sponsorships.

6.0 Eligibility and Restrictions

Mount Pearl City Council may sponsor programming or events of local community groups that provide services related to the City's Strategic Plan. The event or program must benefit the community at large or a sector of Mount Pearl residents. Sponsorship of a community group is to be commensurate with the size and scope of the program or event. It is the responsibility of the City to determine the appropriate level or manner of benefits.

Eligibility Criteria

Requests for sponsorships must be submitted online on the City's website through a Sponsorship Request Application. Applications will be considered from community groups with a demonstrated need for support and a commitment to benefiting the City of Mount Pearl and its residents.

The community group must be located in the City of Mount Pearl or serve its residents, or their event/program must be hosted in the City of Mount Pearl.

Any Sponsorship:

- a) shall be related to the community organizations mandate and benefit residents;
- b) shall increase public awareness of our community in a positive manner;
- c) shall take into consideration the City's Accessibility Plan and commitment to provide an inclusive community where that all individuals have equal access to Mount Pearl's services and programs in a way that respects their dignity and independence'

- d) shall comply with all applicable federal and provincial statutes, and all applicable City by-laws, policies and practices.

Restrictions

The City shall not enter into any type of Sponsorship agreement with community groups that:

- a) are eligible under the Mount Pearl Sport Alliance Hosting Assistance Grant and/or Travel Assistance Grant programs;
- b) discriminate based on any prohibited grounds as defined by the Human Rights Act;
- c) promote religious, political, or other potentially divisive messages;
- d) has commercial or profit-making purposes;
- e) does not align with the City's vision and values as expressed in its Strategic Plan, Accessibility Plan, or policies and/or would reflect negatively on the City.

7.0 Evaluation Criteria

Alignment: The extent to which the proposed initiative, event, program, or project aligns with the City's goals, priorities, and values as outlined in the City of Mount Pearl Strategic Plan, Accessibility Plan and/or other governing policies.

Community Impact: The potential positive impact of the sponsorship on the City of Mount Pearl and its residents, including the number of beneficiaries and the significance of the benefits.

Need: Demonstrated need for the sponsorship.

8.0 Sponsorship Administration

Sponsorship requests shall be made in writing and outline details of the community organization mandate, the benefit to the target population, the intended use of the sponsorship, and the benefit to be provided to the City of Mount Pearl.

Sponsorship requests shall be evaluated by the Department of Recreation and Community Safety and a recommendation made to Committee of the Whole. Sponsorship requests under \$100 which meet the eligibility requirements may be approved and authorized by the Director of Recreation and Community Safety. Final approval of sponsorship requests above \$100 shall be granted by Committee of the Whole.

The Director of Recreation and Community Safety has the authority to deny requests which do not meet the criteria established in this policy.

9.0 Fundraising at City Events

The City of Mount Pearl hosts a number of events which provide community groups with fundraising opportunities. Opportunities and disbursement of funds collected by the City shall be distributed in accordance with the following guidelines:

- a) Funds raised for local food banks shall be distributed among registered food banks in proportion to the benefit provided to the target population, as determined by the City.
- b) Applications for fundraising opportunities will be offered to community groups in accordance with the eligibility criteria above and shall be assessed on a case-by-case basis in accordance with the goals and objectives of the opportunity.

10.0 City Discretion

The City reserves the right to:

- a) reject any sponsorship applications or fundraising opportunity request;
- b) terminate an existing sponsorship should conditions arise that make it no longer in the best interest of the City;
- c) provide a community group with a sponsorship other than in accordance with section 6 where it has been determined, in Council's sole discretion, that it is in the best interest of the City.

11.0 Types of Sponsorship

Mount Pearl City Council may sponsor a community group program or event up to a maximum value of \$500 annually in exchange for marketing or advertising consideration.

Where appropriate, City of Mount Pearl sponsorship shall utilize City-owned assets and programming to support community groups. The City will not do work, supply goods or provide a service where it would be in competition with local businesses.

The types of sponsorships offered by the City are:

- a) City Facility Rental Fee Discount: The City may provide a 25% discount on City facility rentals, up to the maximum value, where the event is of benefit to the community.
- b) Prize Sponsorship: The City may provide prizes for a community event or fundraiser in the form of City facility/programming passes. For example, free public swim or skating passes, tickets to a City-run event, and/or promotional items.

- c) Services Sponsorship: The City may provide use of City assets, such as City vehicles and volunteer time, where feasible, as determined by the City. For example, use of City trucks for a food bank drive.

Cash Sponsorship Exception

Where the community group sponsorship request cannot be accommodated using City-owned facilities and programming, a cash sponsorship may be requested up to a maximum sponsorship of \$250 and shall be within the City's annual sponsorship budget.

12.0 Policy Exemptions

Notwithstanding the sponsorship requirements of this policy, the City may provide teams or organizations travelling to or hosting events with a donation of corporate branded promotional items, such as City of Mount Pearl pins, up to a maximum of 100 per group.

13.0 Council Sponsorship Budget


The equivalent value of any City sponsorship provided pursuant to section 11 will be allocated to the Council sponsorship budget.

14.0 Approvals

Adopted by Council on April 28, 2026.



Cassie Rideout, Chief Administrative Officer



Date