

CITY OF SASKATOON ADMINISTRATIVE POLICY

NUMBER

A03-035

POLICY TITLE <i>Sponsorship of Conferences Held in Saskatoon</i>	ADOPTED BY: <i>City Manager</i>	EFFECTIVE DATE <i>August 9, 2011</i>
ORIGIN/AUTHORITY <i>General Manager, Infrastructure Services</i>	CITY FILE NO. <i>CK. 247-1 and 1870-1</i>	PAGE NUMBER <i>1 of 2</i>

1. PURPOSE

To provide policy guidelines to facilitate and support opportunities for the City to provide sponsorship for conferences being hosted by certain organizations which are being held in Saskatoon, and which will be attended by City employees as a professional development opportunity.

2. DEFINITIONS

2.1 City – the City of Saskatoon.

2.2 Organization – an external party (individual, company, organization or enterprise) who organizes or hosts conferences which City staff attend on a regular basis and in which City staff frequently play a lead planning role.

2.3 Senior Management – consists of the City Manager, City Solicitor, City Clerk and General Managers.

2.4 Sponsorship – a mutually beneficial business arrangement or partnership between the City and an organization, wherein the City contributes funds, goods or services towards a conference being held in Saskatoon.

3. POLICY

3.1 General principles

- a) Upon approval of Senior Management, the City may contribute funds, goods or services, in an amount not to exceed \$12,000 per event, to Organizations for conferences which City staff attend on a regular basis and in which City staff frequently play a leading role, which are being held in Saskatoon.

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- b) The Department that is sending employees to the conference and playing a role in the planning or organizing of the conference will bring the request for sponsorship to Senior Management for approval.
- c) If sponsorship is approved through this process, the Organization will not be entitled to access the Civic Hospitality Fund.
- d) Recognition for sponsorship, such as displaying the City name and logo at a conference and/or advertising in brochures, pamphlets will be a condition of any such sponsorship, and the format of the same will need to be approved by the Communications Branch prior to any publication or display.
- e) All approved sponsorship will be funded from existing approved funding within the requesting Department's Operating or Capital Budget allotted for professional development.

4. RESPONSIBILITIES

- 4.1 Department Heads - Seek approval from Senior Management to sponsor conferences being held in the City of Saskatoon.
- 4.3 Senior Management – Consider exceptions to this policy, and amend this policy as required. Receive, review and approve requests to sponsor conferences being held in Saskatoon, to a maximum of \$12,000.
- 4.4 Communications Branch – Review and approve any use of the City's name and/or logo, and any other advertising which uses the City's name and/or logo and/or services, that will be displayed or distributed at a conference in recognition of sponsorship, prior to publication.
- 4.5 City Solicitor – Provide legal advice regarding any agreements arising from sponsorship arrangements.