



POLICY

Effective Date: September 24, 2012

POLICY TITLE: Promotional Support for a Team or Individual Competing in a Sport or Cultural Event

POLICY NUMBER: 12-023

POLICY PURPOSE:

To acknowledge the important role and contribution that amateur and professional sport and culture plays in terms of community and economic development, and on the health and well-being of our residents.

POLICY:

1. The Town of Whitecourt will recognize the sport or cultural contribution of individual participants, athletes or teams, who are competing at a provincial or higher level by offering promotional items that carry the Town of Whitecourt logo or other appropriate identification.
2. In order to qualify, the individual or team must be sanctioned by their provincial sport/cultural governing body, where a formal selection process and/or a series of qualifying competitions have been completed.
3. The individual or team representative must make a written request stating details regarding the competition they are participating in.
4. The Town of Whitecourt, in discussion with the individual or team representative, will choose the promotional items that would best suit the participant(s), athlete(s) or team requirements.
5. The Town of Whitecourt will order and supply the chosen item(s). Promotional items may include track suits, jackets, hats or similar type clothing; sport bags, briefcases, water bottles, towels, etc.
6. The Town of Whitecourt, upon written request, will allow a team/individual the option of receiving a cash value instead of a promotional item if the cash goes towards the purchase of a higher priced item, with the requirement that the Town's logo be included.



Town of Whitecourt

Policy Manual
Section: **Administrative**

7. Promotional items will be supplied per team member or individual, per event, per annum; using a two-tiered system, as follows:

	Level of Competition	Support Amount
Tier 1	Provincial	\$25.00
Tier 2	National or higher	\$100.00

8. Allocation of funding for the Promotional Support for a Team or Individual Competing in a Sport or Cultural Event Policy will be to a maximum as determined by annual budgets.
9. Any allocation made to the community will be approved by Administration and forwarded to the Community Services Advisory Board as information.

REFERENCE:

Schedule "A" Promotional Support Application Form
Policy 12-005 Use of Town Logo and Trademark
Policy 12-022 Town Branding on Community Uniforms