

**SCHEDULE J**  
**SPONSORSHIP AD REQUESTS/DONATION OF PRIZES** [amended April 9, 2013]

The Municipality of the District of Lunenburg offers support for advertising or fundraising to local, not-for-profit organizations for the promotion of events, programs, or initiatives that are of direct benefit to residents of the Municipality and are within the general mandate of the Municipality as a whole.  
(amended Sept. 23, 2014)

Eligibility

- Any community group that wishes to apply for a Sponsorship Ad or Donation of prizes Request from the Municipality of the District of Lunenburg in an amount greater than \$100.00 shall complete the 'Sponsorship Ad/Donation of Prizes Request Application Form'.
- Requests in amounts of \$100.00 or less shall submit a written request to the Recreation Department in place of the Application Form. An e-mail is acceptable.
- To be successful, an application must meet the mandatory criteria as described in the 'Sponsorship Ad/Donation of Prizes Request Evaluation Form', regardless of the amount requested.
- Applications shall be received throughout the year, and approved as the Sponsorship Ad/Donation of Prizes Request budget allows and upon availability of prizes. Requests shall be approved on a first-come, first-serve basis.
- Organizations shall only be approved for a maximum of \$500.00 per year, which includes a combination of cash and prize value.
- Requests must be received by Staff at least one month prior to the date that funds are required.  
(amended Sept. 23, 2014)

Procedures

- The Finance Committee shall develop the mandatory criteria by which the applications shall be reviewed by staff. (Oct. 23, 2018)
- Upon receipt of an application for a Sponsorship Ad or Donation of Prizes for any amount, the Recreation Director or Program Co-ordinator shall review applications against the mandatory criteria.
- Staff will deny those applications that do not meet the mandatory criteria.
- Staff will approve grants or prize donations under the value of \$100.00.
- All other applications shall be referred to the Finance Committee. (Oct. 23, 2018)
- The Finance Committee has the authority to approve sponsorship ad grants or prize donation requests up to the maximum cash or prize value. (Oct. 23, 2018)
- Once a sponsorship ad request or donation of prize request has been approved, Recreation Staff will arrange for the pickup of either the cheque or prize(s).  
(amended Sept. 23, 2014, Jan. 26, 2016]



# SPONSORSHIP AD REQUEST

## APPLICATION FORM

For requests of \$50.00 or more.

Please complete and return to Lunenburg Municipal Recreation Department.

Name of Organization applying

Contact Person

Position

Mailing Address

Business telephone

Home telephone

Email

Charitable Registration # (if applicable)

N.S. Registry Joint Stock # (if applicable)

Describe advertising publications

Anticipated start date \_\_\_\_\_ Number expected to be distributed in MODL \_\_\_\_\_

Describe the advertisement (attached proposed or previous program if possible):

Describe how the funds requested will be allocated (i.e. printing, administration costs, etc.).

Municipal funding requested \$\_\_\_\_\_ **Include a proposed budget itemizing revenues and expenses.**

Does your organization commit to provide any of the following:

- Recognize MODL or use the Municipal logo in the ad
- A proof for approval before printing.
- A copy of the final ad with the invoice.

Previous sponsorship ad approvals:  
\$ \_\_\_\_\_

May the District of Lunenburg give a direct donation to the organization if the sponsorship request does not meet our criteria?  Yes  No

**I certify that, to the best of my knowledge, the information provided in this application is accurate and complete and that the sponsorship ad is endorsed by the organization which I represent.**

Name (Print)

Signed

Position (Chair, Vice Chair, Secretary or Treasurer)

Date

Mailing Address

Telephone

E-mail Address (if applicable)

**\*\* Attach any additional supportive information\*\***

Return to: Lunenburg Municipal Recreation, 210 Aberdeen Rd., Bridgewater, NS B4V 4G8 Fax: (902) 527-1135

For information: (902) 541-1343 or email [recreation@modl.ca](mailto:recreation@modl.ca)



**- FOR OFFICE USE ONLY -**  
**SPONSORSHIP AD REQUEST**

**EVALUATION FORM**

Organization: \_\_\_\_\_ Amount requested: \$ \_\_\_\_\_

Evaluation of how the attached sponsorship ad request meets the following criteria:

<b>Mandatory Criteria*</b>	<b>Score</b>
A non-profit organization	<input type="checkbox"/> Yes <input type="checkbox"/> No
Local chapter, committee, or membership	<input type="checkbox"/> Yes <input type="checkbox"/> No
Benefits residents and within mandate of MODL	<input type="checkbox"/> Yes <input type="checkbox"/> No
Recognize MODL or use MODL logo in the ad	<input type="checkbox"/> Yes <input type="checkbox"/> No
Under \$500	<input type="checkbox"/> Yes <input type="checkbox"/> No
Within \$500/year limit	<input type="checkbox"/> Yes <input type="checkbox"/> No

\* If any of the mandatory criteria are not met, the application is automatically denied.

<b>Other Evaluation Criteria</b>	<b>Weighting</b>	<b>Score</b>
Distribution estimate/exposure numbers	<b>5</b>	
Directly benefits the organization	<b>5</b>	
Option of a direct donation to the organization	<b>5</b>	
Commitment to provide a proof for approval before printing	<b>5</b>	
Commitment to provide a copy of the final ad with the invoice	<b>5</b>	
<b>MAXIMUM SCORE</b>	<b>25</b>	
<b>PASSING SCORE</b>	<b>20</b>	

Approved       Denied

Reviewed by staff: \_\_\_\_\_ Date: \_\_\_\_\_

If approved:  
 Reviewed by Communications & Public Relations Standing Committee (date): \_\_\_\_\_