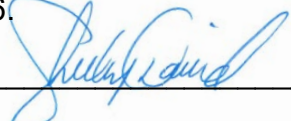




Title: Advertising and Sponsorship Policy

Approved by Council	Date: February 24, 2026
Policy Review Notification	Date: January 12, 2026
Policy Review	Date: February 4, 2026
I certify this to be a true copy of the Advertising and Sponsorship Policy as adopted by the Municipal Council of Richmond County at a Public Meeting held February 24, 2026.	
	
Shelley David, Municipal Clerk	

1. Purpose

1.1. The purpose of this Policy is to outline the process for reviewing and approving advertising and sponsorship requests, ensuring transparency, fairness, and accountability in the allocation of sponsorship support.

2. Scope

2.1. This Policy applies to advertising and sponsorship requests submitted to the Municipality by eligible organizations, and community groups, or individuals applying through an eligible host organization.

3. Roles and Responsibilities

- 3.1. Municipal Council will be responsible for reviewing, amending, and adopting the Advertising and Sponsorship Policy.
- 3.2. The Chief Administrative Officer (CAO) will be responsible for implementing and administering the Policy.
- 3.3. Municipal Staff will be responsible for processing advertising and sponsorship applications, tracking allocations, and reporting to Municipal Council as required.

4. Sponsorship

4.1. Eligibility

- a) Applicants must meet one of the following criteria:
 - i. be in good standing with the Nova Scotia Registry of Joint Stocks,
 - ii. be a registered charity under the Income Tax Act; or
 - iii. provide other proof of organizational status.



- b) Applicants that do not meet the criteria in 4.1 (a) may apply through an eligible host organization, which will receive the funding on their behalf.

4.2. Application Process

- a) To apply, applicants must submit a completed Sponsorship Application Form, available on the Municipality's website or at the Municipal Office.
- b) Applications are accepted year-round, and each applicant may submit only one application per fiscal year. Each applicant submitted as a host organization on behalf of another group or individual does not count toward this limit.
- c) Applications will be evaluated based on alignment with the Municipality's strategic priorities and the responsible use of resources.
 - i. At the CAO's discretion, requests of up to \$250 can be reviewed and decided upon by the CAO or brought to Municipal Council. Any requests decided upon by the CAO will be communicated to Council.
 - ii. Requests exceeding \$250 are reviewed and decided upon by Municipal Council, typically at the Committee of the Whole from September to June.
- d) In-kind contributions may be considered and approved by the CAO, evaluated based on Municipal Staff capacity, operational priorities, and the availability of municipal resources.

4.3. Acknowledgement of Municipal Contributions

- a) Organizations receiving sponsorship support should acknowledge the Municipality's contribution in all public communications (e.g., photo opportunities, social media recognition, etc.).

5. Policy Review/Amendment Schedule

Date of Review	Approved/Amended by Council
Nov. 24, 2025, Jan. 12, 2026, February 4, 2026	Approved – February 24, 2026