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## Municipality of Cumberland Policy 23-03

### Advertising and Promotions Policy

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#### Title

1. This policy is entitled the Advertising and Promotions Policy.

#### Objective

2. The Municipality of the County of Cumberland ("Municipality") is committed to supporting the prosperity and success of local organizations providing services to its residents. The objective of this policy is to provide a framework for receiving requests for and the distribution of funds for advertising and/or promotional initiatives that benefit the Municipality. These include but are not limited to advertisements in newspapers and publications, advertising for events, or sponsorship signage.

#### Process

3. The process will be:
  - The Municipality, beginning April 1 each year, shall consider requests under this policy on an on-going basis, subject to budget limitations.
  - Organization's will be required to fill out the "request for advertising and promotions" form (appendix A).
  - Submission of the form does not guarantee approval.
  - Recipients who receive these funds will be required to acknowledge the Municipality's contribution.

#### Eligibility

4. Eligibility requirements are:
  - Applicants must be organizations that provide a service that benefits the residents of the Municipality.
  - Applicants must be in good standing with the Municipality (no arrears in taxes or other fees).
  - Requests are limited to one per organization annually.
  - The maximum assistance available is \$1000.

#### Budget

5. Funds available to support the objective of this policy are set annually as part of the operating budget as approved by Council.

**Authority**


6. The Corporate Communications Officer is responsible for the intake and evaluation of requests. Final approval will be authorized by the Chief Administrative Officer or Designate prior to the distribution of funds.

**Accountability**

7. Organizations receiving funds will provide the Municipality with proof of advertisement and/or promotion. Failure to do so will deem the organization ineligible for future requests under this policy.

**Effective Date**

8. This Policy is effective upon adoption.

<u>Clerk's Annotation for Official Policy Book</u>	
Date of Notice to Council Members of Intent to Consider [7 days minimum]:	<u>April 19/23</u>
Date of Passage of Current Policy:	<u>Apr 26/23</u>
I certify that this Policy was adopted by Council as indicated above.	
 _____	<u>April 28/23</u> _____
Clerk	Date