



SPONSORSHIP AND DONATION POLICY

Purpose:

The purpose of this policy is to establish a consistent and transparent process for reviewing and approving requests for sponsorships and donations made by the City of Waterloo. This policy ensures responsible stewardship of public funds while allowing the City to support events, programs, and initiatives that benefit the Waterloo community and align with the City's mission and values.

Policy Statement:

The City of Waterloo may provide sponsorships or donations to organizations, events, and initiatives that promote community engagement, economic development, cultural enrichment, tourism, education, or enhance the quality of life for Waterloo residents.

All sponsorships and donations must comply with the authorization limits and procedures outlined in this policy.

Authorization Authority

A. Administrative Authorization (Up to \$300.00)

The following officials are authorized to jointly approve individual sponsorship or donation requests of up to \$300.00 per request:

- Mayor
- Community Relations Coordinator
- Chairperson of the Finance Committee

All three parties must review and authorize the request. These administrative approvals must remain within the annual fiscal year limit of \$3,000.00.

B. Finance Committee Authorization (Over \$300.00)

Any sponsorship or donation request exceeding \$300.00 must be reviewed and approved by the Finance Committee during a properly noticed committee meeting.

The Finance Committee may approve, deny, or modify the requested amount. Approved sponsorships must remain within the annual fiscal year limit, unless additional funds are authorized by the City Council.

Request Process

1. Submission

All sponsorship or donation requests must be submitted to the City of Waterloo in writing. Requests should include, when available:

- Name of organization
- Description of the event, program, or initiative
- Date and location
- Amount requested
- Purpose and intended use of funds
- Description of community benefit
- Sponsorship recognition opportunities (if applicable)

2. Review

The Community Relations Coordinator shall review requests for completeness and coordinate the approval process in accordance with this policy.

3. Approval/Documentation

All approvals shall be documented and maintained for recordkeeping and budget tracking purposes.

Evaluation Criteria

Sponsorship and donation requests may be evaluated based on the following factors:

- Benefit to Waterloo residents
- Alignment with City goals and priorities
- Promotion of community engagement or economic development
- Support of local nonprofit, civic, or community organizations
- Enhancement of the City's visibility and reputation
- Availability of funds within the annual budget allocation

Policy Review

This policy may be reviewed and amended periodically by the City Council to ensure it continues to meet the needs of the City of Waterloo.

Adopted by City Council: March 2, 2026