



## Crown Sponsorship Policy

Issue Date: August, 2012

Revised Date: May, 2015

Effective Date: September, 2012

### Authority

Minister's Order April 2012

### Applicability

The policy applies to all sponsorship and donation activity by subsidiary Crown corporations.

### Intent

To coordinate the sponsorship and donations activity of the Crowns to:

- limit total sponsorship spending to one per cent of earnings
- reduce the number of organizations receiving support from more than one Crown
- broaden the geographic distribution of sponsorships
- set aside money for sponsorship of major events
- rotate spending to new organizations.

### Policy Statements

By 2016 the Crowns are to reduce their sponsorship budgets to the "Imagine Canada" target of one per cent of net earnings. In addition, geographic allocation should meet the targets outlined in the "General Provisions" section of this policy. Also, sponsorship commitments are to be coordinated through CIC to reduce the incidence of support of an organization or event by multiple Crowns.

Exceptions to this policy have been given to SaskTel, SaskGaming and SGI Canada to take into consideration the competitive environments in which they do business. SaskPower and SaskEnergy have exemptions for sponsorship spending as part of their stakeholder relations.

### Definitions

**Sponsorship** – cash or in-kind contribution which is given in exchange for an equivalent degree of benefits or recognition.

**Donation** – considered to be pure philanthropy – giving for the sake of giving and expecting little or nothing in return.

### General Provisions

It is important that the Crown corporations be able to help portray the Government of Saskatchewan in a positive light through providing critical help to events and the community at large. However, it is equally important that the needs of the community be balanced with the obligation to be responsible with taxpayers' money.



Geographic allocation of sponsorship dollars should be aimed at the following targets:

- 25 to 35% in Regina
- 25 to 35% in Saskatoon
- 25 to 35% elsewhere in Saskatchewan.

The exceptions to these allocations are:

- SaskPower for Saskatoon as that city is not a market area for SaskPower services; and
- SaskGaming as their market area is primarily in and around Regina and Moose Jaw.

In addition, the following should be taken into consideration

- 15% of sponsorship should be for major events on a three-year rolling average
- 10% of sponsorship funding each year should rotate to different organizations
- Sponsorship of employee volunteer not-for-profit driven activities should be increased to maximize matching dollars.

All multi-year agreements must be limited to no more than three years and must be approved by the President and CEO of Crown Investments Corporation before signing.

#### **Administrative Information:**

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Reviewed: February 4, 2016