

Corporate Sponsorships Policy



Crown Investments Corporation
of Saskatchewan



Principles

CIC has a responsibility to:

- support the people and communities of Saskatchewan through charitable donations to organizations, or sponsorships of events, programs, activities or projects;
- be fair and equitable in making decisions on sponsorships and donations; and
- be accountable to Saskatchewan people for the expenditure of public funds.

Definitions

A donation is generally considered to be pure philanthropy – giving for the sake of giving, and expecting little or nothing in return. A small number of CIC's contributions under this policy will be in this category.

A sponsorship is a cash or in-kind contribution which is given in exchange for an equivalent degree of benefits or recognition. Most of CIC's contributions under this policy will be in this category.

Priorities for Sponsorships or Donations

CIC will consider providing sponsorships or donations to charities, organizations, events, programs, activities or projects which benefit:

- disadvantaged people;
- children and youth;
- Aboriginal people;
- women in non-traditional roles;

or which address:

- education needs;
- emerging health or social needs;
- cultural or recreational needs.

CIC **will also consider** providing support for things which align with CIC's business, policies, programs and/or services, such as:

- youth/Aboriginal education and/or employment;
- economic development;
- innovation;
- entrepreneurship;
- corporate governance.

Criteria for Proposals

Charities, events and organizations which CIC supports **must be**:

- Saskatchewan-based;
- well-administered;
- financially stable;
- registered charities; or
- registered non-profit organizations.



In addition:

- support will be provided to a charity, event or organization only **once** per calendar year;
- events should have a province-wide impact, rather than being specific to one location; and
- support will be provided to only **one version** of an event (example: the main National Aboriginal Day celebrations in Regina, rather than similar versions of the event held in other communities).

Requests for sponsorships and donations **must be:**

- received by CIC at least **two months prior**; two weeks for promotional items;
- in writing, and directed to the Executive Director, Communications.

Executive Director, Communications
Crown Investments Corporation of Saskatchewan
400 - 2400 College Avenue
Regina, Sask. S4P 1C8
Phone: (306) 787-5889; Fax: (306) 787-8125
Email: cic-communications@cicorp.sk.ca

Requests **must include:**

- the name, address and phone number of the organization, plus a contact name and phone number;
- information about the organization and its goals;
- a detailed description of the event or activity for which funds are requested, including the number of people who will assist in organizing it, and the expected number of people who will attend or benefit from it;
- the amount or type of support sought, as well as options for support;
- a detailed budget which itemizes the estimated costs of the event or activity, including other sources of funding, and which clearly states how excess funds (after event costs are paid) will be used;
- details about the type of recognition that CIC will receive, such as signage, logo placement in brochures or ads before and after the event, tickets, a corporate table, or speaking opportunities.

In addition, proponents **must agree to provide a financial statement** to CIC within six months after receiving the funding. This statement must include details of how any excess funding was used. Proponents who do not meet this condition will not be considered for future funding.



Denial of Request

CIC **will not contribute** to:

- politicians, candidates, political parties or organizations, or lobby groups;
- religious organizations, or events designed to promote religious beliefs or provide funding for religious causes;
- events which are designed to create employment for an event organizer, or which have an event organizer as a significant budget item;
- individuals seeking self-gain or employment through fund raising;
- individuals seeking to raise funds for a cause or event;
- third parties raising funds for a charity or event (call centres, professional fund raisers);
- charities or organizations whose head offices are outside Saskatchewan, and where funds provided would go to that head office rather than to the Saskatchewan branch of the charity or organization;
- events held outside Saskatchewan;
- annual general meetings;
- events or organizations which are receiving significant support from other Crown corporations or government departments;
- events which award participants/winners with cash prizes or items of significant dollar value;
- multiple versions of an event held in different communities;
- travel, accommodation or other expenses for trips or tours for individuals, groups or teams;
- sports teams, music groups, service clubs;
- graduations;
- advertising in program brochures;
- publications or video productions;
- research, capital or operating expenses.

Conferences

CIC **may provide support** to conferences provided that:

- the purpose falls within CIC's priority categories for funding; and
- the criteria for proposals are met.

CIC will seek appropriate recognition for conference sponsorships. This may include seeking conference registrations for CIC staff.

CIC **will not sponsor** conferences which are part of an organization's Annual General Meeting.



Awards Banquets, Shows, Programs

CIC **may support** awards banquets, awards shows or awards programs which:

- are provincial in scope, rather than specific to a community;
- fall within CIC's priority categories for funding;
- honour groups or individuals which fall within those categories; and
- can demonstrate, through a detailed budget, that the primary goal of the event is to raise funds to support a charity, non-profit organization or those being honoured, rather than simply covering the costs of the event.

Recognition

CIC **will seek** recognition, where appropriate, for its sponsorships and donations. This could include such things as:

- signage;
- logo placement in brochures or ads before/after the event;
- tickets;
- a corporate table;
- conference registrations for CIC employees; and
- keynote or other speaking opportunities for CIC officials.

Golf Tournaments

CIC **will not** provide sponsorships or promotional items to golf tournaments which award participants/winners with cash prizes or items of significant dollar value.

CIC **may consider** providing sponsorships to golf tournaments which are intended primarily to raise money for a charity, or for a program or organization which aligns with CIC's business, programs or services.

CIC **may provide promotional items** to golf tournaments.

Promotional Items

CIC Communications has an annual budget for the purchase of CIC-logo items, which are intended to be used for promotional purposes.

These items **may be provided** to charities, organizations or events which fit into CIC's priority categories for funding, provided that they have not received a donation or sponsorship from CIC during the calendar year. Promotional items **will not** be provided to individuals or teams which have no connection to CIC.

All contributions of promotional items will be tracked by Communications. Tracking will include the date, name of the person receiving the items, the organization or event, and the number and value of each item provided.



Tickets, Tables

CIC may purchase tickets to support major events or organizations, such as the Saskatchewan Roughriders or Globe Theatre. The intent is to support the arts, culture or sports, and to provide opportunities for employee relations. CIC may also receive tickets to other events as part of a sponsorship package. Tickets will be distributed as follows:

- through a raffle which all interested staff may enter;
- to executive members or other staff members with a particular interest in or association with the event or organization; or
- donated to the organization holding the event, for distribution to clients or disadvantaged people who cannot afford to attend.

Tracking

The Executive Director, Communications, will be responsible for keeping:

- hard copies of all requests received;
- a list of all successful proposals, including dollar amount;
- a list of all contributions of promotional items;
- a list of CIC employees who receive tickets for various events.

CIC Finance and Administration will track all expenditures made under the Sponsorships budget and provide a printed report on a quarterly basis to the President and the Executive Director, Communications.

Administration

All requests for sponsorships, donations, and promotional items, must be directed to the Executive Director, Communications.

The Executive Director, Communications, may consult with others in the organization regarding the proposals. The Executive Director, Communications, will review all requests to ensure that they meet the priority areas for funding and the criteria for proposals. The Executive Director, Communications, will then make recommendations to the President about which proposals should receive funding.

The President must approve and sign-off on all requests for funding. After sign-off, the requests proceed to Finance and Administration for processing of the payment.

The Executive Director, Communications must approve all requests for promotional items.



Approved Requests

All payments to organizations and events will be made by cheque and mailed to the contact person listed on the proposal.

A letter from the President will accompany all payments. This letter will include a request for a financial statement to be sent to the Executive Director, Communications, within six months of receipt of the payment. If a financial statement is not received within six months, the organization or event will not be considered for future funding.

CIC Communications will keep electronic and hard copies of all letters sent by the President.



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