

SPONSORSHIP POLICY

Date: October 10, 2019

Policy ID: F-4

Status: NEW

Reviewed Date: 10/10/2019

Revised Date: NOT APPLICABLE

Retired Date: NOT APPLICABLE

Purpose

The purpose of this policy is to establish the framework and guidelines within APEGNB for the consistent application of criteria for sponsorship in the form of financial support. Such requests may be from corporations, foundations, individuals and other non-government organizations. It is recognized that such alliances and support for activities that promote the sustainability of the professions can generate exposure to support APEGNB's mission and mandate.

Principles

The following are the fundamental principles that shape APEGNB's decisions to support sponsorship requests:

1. APEGNB will evaluate all requests using the same rigour and consistently apply the policy, regardless of who has made the request.
2. APEGNB will not sponsor any corporation, organization or individual where the association with the prospective partner or acceptance of the sponsorship would jeopardize the financial, legal or moral integrity or adversely impact upon APEGNB's standing and reputation in the community.
3. APEGNB sponsorship is not a guarantee. Even when meeting the policy requirements, APEGNB budget allocation and other factors such as timing will be considered.
4. All sponsorship alliances or partnerships must be consistent with existing APEGNB administrative policies.

Policy

1. All requests shall be made in writing using the form located on the website (insert link).
2. All requests shall be made no less than two months before the event, activity, etc. is scheduled to occur. This is required for the following reasons:
 - a. Sufficient sponsorship options are available for consideration by APEGNB.
 - b. Sufficient time is given for the review to determine alignment to APEGNB's policy.

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- c. An appropriate amount of time is allotted for the promotion of APEGNB's logo and participation.
3. All requests made must demonstrate the following to be considered:
- a. The profiles of one or both of the professions (engineering and geoscience) will be promoted and enhanced in the province of New Brunswick.
 - b. Support the development of youth (K-12) and young adults (University Students) in the pursuit of an education/career in one of the professions.
 - c. Support teachers, students and schools to expand their STEM capabilities.
 - d. Describe how diversity is being incorporated in the event/participation of those receiving funding.
4. Only one financial contribution to any one group or event in a given year.
5. Sponsorships are not automatically renewed from one year to the next (unless there is a long-term agreement), and all new requests shall be evaluated on their own merits.

Definitions

For this policy, **sponsorship** includes all requests made to APEGNB for funding of an initiative or event. This also includes requests that enable APEGNB to speak or exhibit at an event. Sponsorship does not include Outreach.

Outreach is defined as activities, that do not include providing financial support, but rather the provisioning of either Council, staff or members speaking at events to inform/educate about the role of APEGNB.

Eligibility

The following parties are eligible for consideration under this policy:

1. Those making the request must reside in New Brunswick. Our goal is to support New Brunswick-based requests.
2. Teachers of K-12 education in New Brunswick.
3. University students, professors or student associations of New Brunswick-based universities.

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Extraordinary Requests

Extraordinary requests for grants, sponsorships, or requests that are not directly addressed by this policy may be submitted for consideration. All such requests for APEGNB grants or sponsorships should be directed to the Chief Communications Officer, who will evaluate them against this policy in consultation with the Director of Administration and the CEO. A review of extraordinary requests will be done quarterly.

Jurisdiction

This policy is under the jurisdiction of the Chief Communications Officer and is administered in consultation with the CEO and the Director of Administration.