

## Sponsorship Policy

### Background

The Walkerton Clean Water Centre (WCWC) is an arms-length agency of the Government of Ontario, and WCWC through its Board (and officers), shall conduct itself according to management principles of the Province of Ontario. These principles include ethical behaviour, accountability, excellence in management, wise use of public funds, high quality service to the public, and fairness in the marketplace.

### Purpose

The purpose of this policy is to set out the criteria and decision making processes for sponsorship activities.

### Definition

Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organization. Sponsorship would support a one-time event for training or public outreach and could be in the form of cash or an in-kind contribution provided by WCWC for an event. Sponsorships promote WCWC and/or contribute to the drinking water sector.

### Overview

WCWC is an agency established by Ontario Regulation 304/04 made under the *Development Corporations Act*, and the Agency Establishment and Accountability Directive. As such, WCWC may exercise certain powers and authorities. In Section 2 of the Regulation, WCWC, for all its purposes, is an agent of Her Majesty within the meaning of the *Crown Agency Act* and its powers may be exercised only as an agent of Her Majesty.

The Transfer Payment Accountability Directive applies to sponsorship activities.

### Overall Policy

WCWC may provide sponsorship by supporting drinking water sector events by contributing cash or other in-kind goods and services to organizations. The purpose of sponsorship is to promote WCWC and its mandate. WCWC cannot receive anything directly in return for the sponsorship funds (as would happen in a consulting contract) and cannot participate in the project.

WCWC may provide funding to sponsor community-based events to raise awareness of WCWC within the community.

An application must be completed in accordance with the instructions provided on the application form. Some form of agreement must be entered into. A letter made in duplicate setting out a description of the project and the amount of funding can be an agreement. The receiving party should sign the letter acknowledging the terms and send an original back to WCWC. Upon completion of the activity/event, successful applicants must provide WCWC with a final report on how the funding was used. Any unused funds must be returned to WCWC.

WCWC funding allocations can be determined by the Chief Executive Officer (CEO), as long as the sponsorship request does not exceed \$10,000.

If the request for sponsorship exceeds \$10,000, the CEO may deny the request, or may make a recommendation for approval by the Board. Approval for sponsorship that exceeds \$10,000 can only be granted by the Board of Directors.

The CEO will report to the Board, as an item of his regular update to the Board, on the sponsorship applications that were approved and will be prepared to offer the basis for the decision. This brief summary will include the total amount of funding approved to date relative to the amount of funding that is allocated in the budget.

WCWC sponsorship funds must not be used towards alcoholic beverages; there will be no exceptions.