



POLICY: <p style="text-align: center;">Community Sponsorships</p>		POLICY NUMBER: <p style="text-align: center;">ER-1</p>
		PREVIOUS/REPLACES: <p style="text-align: center;">Community Sponsorships</p>
APPROVED BY: <p style="text-align: center;">Executive Council</p>	EFFECTIVE DATE AS OF: <p style="text-align: center;">April 10, 2019</p>	PRIOR VERSIONS: <p style="text-align: center;">September 12, 2018 December 20, 2016</p>

1. Policy Statement:

The Manitoba Institute of Trades and Technology (to be referred to as MITT) recognizes the tangible benefits to the Institute when participating in appropriate sponsorships of community organizations and events. MITT receives numerous donation requests annually. The purpose of this policy is to establish the framework and criteria at MITT when evaluating requests and ensuring a consistent approach is followed that is fair and equitable to all applicants.

The objectives of this policy are as follows:

- to ensure a coordinated corporate wide process is employed at MITT when handling sponsorship requests;
- to ensure the suitability of the sponsorship activity;
- to ensure sponsorship proposals are assessed based on a fair and equitable method; and
- to ensure MITT maximizes the full potential benefits from any sponsorship arrangement entered into.

Through the Community Sponsorship program, MITT supports both non-profit and corporate organizations.

MITT views community sponsorships as long-term investments in its commitment to the community. Only proposals that are consistent with MITT’s current corporate strategic plan, mission, vision and values shall be considered for support.

2. Scope:

This policy applies to outgoing contributions from MITT to the community, both financial and in-kind that are either centrally funded and administered through the External Relations Department or funded through individual departmental budgets.

This policy applies to any MITT employee who has involvement with receiving or evaluating requests for community sponsorships.



3. Procedure:

a. Types of Sponsorship Support:

Sponsorship of an organization, event, or activity may be comprised of financial support or in-kind support or a combination of both. Examples of in-kind support may include but are not limited to the following:

- Access to MITT's facilities;
- Use of MITT equipment;
- Corporate promotional items;
- Access to expertise e.g., IT knowledge, culinary support, hair dressing, etc;
- Event participation.

b. Priorities for Community Sponsorships:

MITT shall consider community sponsorships requests from any organization in Manitoba; however, priority shall be given to organizations that align with MITT's mission, vision and values and allow MITT to expand network opportunities with industry, alumni and key stakeholders.

c. Evaluation Criteria:

Financial support and in-kind donations to community organizations shall be evaluated on a case-by-case basis and with an overall corporate focus to determine the best use of financial resources. All community sponsorship requests shall be evaluated based on the following criteria:

- Does the organization align with MITT's mission, vision, and values?
- Does the community sponsorship address MITT's strategic plan?
- Does the community sponsorship facilitate the continued development of employment partnerships?
- Does the community sponsorship increase awareness and exposure for MITT (e.g., display of MITT logo at community events)?
- Has the organization impacted the community in a positive way?
- Does the organization support the promotion of diversity?
- Does the community sponsorship provide an opportunity for MITT to build relationships with external organizations?
- Does the sponsorship provide an opportunity to develop a deeper relationship with the requesting organization through the engagement of staff and students or development of collaborative applied research projects?



d. MITT will not provide community sponsorship for:

- Political parties, political representatives or advocacy groups;
- Religious organizations;
- Individuals requesting funds for their own personal use;
- Third party organizations raising funds for charity;
- Trips, tours or travel expenses;
- Organizations operating outside of Manitoba;

e. Additional Considerations:

MITT recognizes that numerous donation requests are received each year which exceed MITT's financial capacity. Within this context, MITT shall be mindful of distributing community sponsorships to a variety of organizations.

f. Written Agreements

A community sponsorship agreement with stated terms and conditions is required for any sponsorship that exceeds \$10,000. An agreement under \$10,000 may also have a community sponsorship agreement, but is not required. The agreement must be signed by the respective purchasing authorities of MITT (see purchasing policy) and the organization receiving the sponsorship.

g. Process Overview

Sponsorship requests received by MITT will be reviewed by the appropriate Budget Centre Manager and evaluated based on criteria stipulated in this policy. All requests for sponsorship to be paid for by the MITT central sponsorship budget must be sent to the Associate Vice-President, External and Corporate Affairs for review and decision.

The Associate Vice-President, External and Corporate Affairs will review to ensure they align with corporate objectives and that sufficient budget is available. In a situation where a corporate sponsorship is recommended but funds are unavailable in a particular budget, the process approval will revert to the defined process for out of budget purchases.

On a quarterly basis, the Associate Vice-President, External and Corporate Affairs will compile a summary report of corporate sponsorships for Executive Council for information purposes.

4. Administration:

The Associate Vice-President, External and Corporate Affairs is responsible for administration of this policy.



5. Review:

This policy will be reviewed by Executive Council every 5 years.

6. Reference:

Purchasing Policy and Procedures
Research and Innovation

7. Definitions:

Budget Centre Manager:

Managers, Deans, Directors, Senior Administration, or designates responsible for management of a cost centre.