

**POLICY NO:** 104

**TITLE:** Sponsorship Policy

**SECTION:**

**APPROVAL DATE:** March 23, 2006

**REVISION DATE:** March 23, 2022

**AUTHORITY:** CEO

**REFERENCE:**

**PAGE:** 1 of 3

---

### **PURPOSE**

This policy is established to set sponsorship guidelines that meet Aquatera Utilities Inc's business goals, corporate alignment and community initiatives and to set sponsorship focus areas for our service region or future service region(s).

### **POLICY STATEMENT**

Aquatera provides Sponsorships to:

- Contribute to the Service Region and customers we serve
- Promote our vision, core purpose and values
- Increase goodwill through community investment in local events and organizations whereby Aquatera receives recognition
- Raise awareness of Aquatera initiatives
- Support Aquatera employees and organizations in the community through the Employee Sponsorship Program
- Support the availability of clean, safe water in our service region

### **TERMS OF THE POLICY**

#### **Sponsorship Focus Areas:**

- Environment and natural spaces
- Youth
- Education
- Active living
- Community Investment and Partnerships
- Reducing/recycling waste and/or reducing water consumption
- Availability of clean, safe water in our service region

#### **Ineligible areas:**

- Private ventures or individuals, for-profit organizations
- Political Contributions
- Religious Organizations
- Debt reduction programs
- Special-interest organizations/groups

## **Code of Conduct**

All Sponsorship must comply in accordance with Code of Conduct Policy 412.

## **Approval**

Major Sponsorships require Board approval.

## **Overall Sponsorship Commitment**

Aquatera will commit at least 1% of net income (before dividends) to the community through Sponsorships each year. This sponsorship benchmark is considered a minimum required by the Imagine Canada program.

## **DEFINITIONS**

Community Investment and Partnerships: Sponsorships where parties are committed to maximizing participation to achieve a mutually agreed outcome. They may be one-off events, or to community programs extending over a length of time. These partnerships goal is to build community capacity to sustain the initiative or benefit after the sponsorship is completed. Partnerships can include providing support, cash or gift-in-kind such as planning, project management skills, or professional or technical expertise.

Employee Sponsorship Program: A program which supports organizations and/or events which our employees are directly involved.

Major Sponsorship: A sponsorship commitment having a value in excess of the annual set budget (1%) of net income before dividends.

Political Contributions: Donations to political candidates, parties and organizations - See Policy 101

Recognition: Advertising, acknowledgement or other benefit that is provided to Aquatera in exchange for Sponsorship provided. This can include, but is not limited to, logo or company name on print or promotional material, social media, website, signage, tickets, passes, memberships, partnered events and naming rights. Recognition guidelines are outlined in (Sponsorship Recognition Procedure 104G).

Religious Organization: An organization which oversees the upkeep of places of worship, e.g. churches, mosques, prayer rooms, other similar edifices or meeting places; the payment of salaries to priests, ministers or religious leaders; or requires membership or attendance to a particular place of worship or religion in order to receive services from that organization. Organizations tied directly to a religious organization are also considered a Religious Organization, with the exception of schools under the Separate School Board and non-religious programs within those schools.

Service Region: A municipality or region where Aquatera is providing water, wastewater, and/or solid waste services.

Special-interest Organizations/Groups: a group of people or an organization seeking or receiving special advantages, typically through political lobbying.

Sponsorship: Support in return for the right for the recipient (organization or individual) to promote Aquatera's name, image, product and services with Aquatera approvals and in compliance with brand standards. Aquatera provides resources (i.e. money, staff, products or services) and receives a benefit (e.g., marketing or advertising opportunity).

Value/Valued: includes cash, gift-in-kind, and services rendered.

## **REFERENCES**

- Code of Conduct Policy 412
- Political Contributions Policy 101

## **DISCLAIMER**

*This document is the property of Aquatera Utilities Inc. for authorized use only and is subject to change at anytime. All users are reminded to exercise due caution, when referencing printed copies or previously downloaded copies, as these are uncontrolled documents and may not accurately reflect what is currently posted.*