

Section F – Public Relations

DONATION AND SPONSORSHIP GUIDELINES

FD-04

OBJECT

The Donation and Sponsorship Guidelines are intended to outline the eligibility criteria and the process for filing an application with the Trois-Rivières Port Authority (TRPA).

DEFINITIONS

Donations

A donation is a philanthropic contribution made in money, products or services to non-profit organizations working in the sectors identified by the TRPA. The donation essentially expresses the TRPA's social commitment and does not necessarily require a measurable return on investment.

The TRPA nevertheless requires recipient organizations to provide some visibility and produce a report demonstrating the impact of the TRPA's donation.

Sponsorships

A sponsorship is a partnership acquired through an investment in money, products or services to non-profit organizations working in the sectors identified by the TRPA.

Sponsorship must be complemented by a visibility plan that positions the TRPA as a party involved in community development and provides a measurable return on its contribution.

CONTENT

- 1.0 Eligibility criteria
- 2.0 Sectors of activity supported
- 3.0 Visibility
- 4.0 Instructions for filing an application

RESPONSIBLE FOR APPLICATION

The Public Affairs and Human Resources Department, under the authority of the President and Chief Executive Officer, is responsible for the application of this policy. (Art. 4.18 (d) of the Letters Patent)

(Executive management designates the Director responsible)

REFERENCE

Community Investment Policy

APPENDIX

Donation and sponsorship application form

APPROVAL – REVIEW

This guideline was tabled with the Board of Directors on October 21, 2020.

1.0 ELIGIBILITY CRITERIA

Prior to filing an application, it is important to ensure the organization meets all of these criteria:

- a) The organization holds official status and a non-profit or charitable registration number;
- b) The applicant is a group of individuals and not a single individual;
- c) The organization shall provide annual audited financial statements upon request;
- d) The organization has a Board of Directors with a majority of independent members;
- e) The organization agrees that the TRPA may use its association with the activity or organization for public relations purposes.

Note that priority is given to organizations whose place of business and activities occur in the Mauricie region.

2.0 SECTORS OF ACTIVITY SUPPORTED

The TRPA shall evaluate donation or sponsorship applications for projects that have the potential to demonstrate an impact in **at least one of the following sectors**:

- a) Social and humanitarian matters
- b) Maritime related education and awareness
- c) Environment
- d) Promotion of culture

On an exceptional and limited basis, the TRPA reserves the right to contribute by way of donation or sponsorship to causes that are not directly related to the sectors identified in this section.

3.0 VISIBILITY

For any donation or sponsorship granted, the TRPA may require, upon agreement, a mention or visibility. The TRPA reserves the right to approve texts in which it is mentioned or any visual production using its corporate signature.

4.0 INSTRUCTIONS FOR FILING AN APPLICATION

- All donation and sponsorship applications must be received at least 60 days prior to the date of the event or the anticipated start date of the project.
- A donation and sponsorship application form is available to organizations on the TRPA website, in the Community/Community Involvement section (Engagement communautaire).
- The completed form, along with the documents required for application review, must be sent to the following email address: sara.dube@porttr.com.
- A descriptive document of the event/activity/project may be submitted with the form.