

## Sponsorship Policy

### Background

The Walkerton Clean Water Centre (WCWC) is an arms-length agency of the Government of Ontario, and the 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 in-kind contribution provided by the WCWC to an event. Sponsorships promote the WCWC and/or contribute to the water sector.

### Overview

The WCWC is an agency established by Ontario Regulation 304/04 under the Development of Corporations Act, and the Agency Establishment and Accountability Directive. As such, the WCWC may exercise certain powers and authorities. In Section 2 of the Regulation, the 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 objects of the agency, as per Section 3 of the Regulation, are to do the following either alone or in conjunction with other organizations:

- To coordinate and deliver education and training for owners, operators and operating authorities of drinking water systems
- To provide information, education and advice to owners, operators and operating authorities of drinking water systems and to the public about:
  - Necessary treatment of water to ensure that drinking water is safe
  - The equipment and technology used to ensure that drinking water is safe
  - The operational requirements necessary to ensure that drinking water is safe
  - Other environmental issues related to drinking water

- To sponsor research related to drinking water issues
- To provide advice to the Minister about research and development priorities to achieve and maintain safe drinking water
- To conduct such further activities, consistent with its objects, as are described in any policy direction issued by the Ministry, or as set out in any agreement with the Minister.

## **Overall Policy**

The WCWC may provide sponsorship by providing support to water sector events by contributing cash or other goods and services to organizations. The purpose of sponsorship is to promote the WCWC and its mandate, either directly or indirectly, which is to ensure that there is safe drinking water for all people of Ontario.

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

An application must be completed in accordance with the instructions provided on the application form.

It is the policy of the WCWC that the funding allocations can be determined by the WCWC 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 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 status of the total approved to date relative to the amount that is allocated in the budget.

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

## **Application Criteria**

### **Eligibility Criteria**

### **Application Process**

### **Procedures**

### **Duration**

### **Transition**

### **Approval Process**

### **Expiry of Policy**