

# Giving Back To Our Communities

## Fédération Guidelines for Manitoba Caisse Network Sponsorships



### Marketing Department

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As a representative body of Manitoba's independent Caisse financial organizations, the Fédération des caisses populaires provides sponsorship funds to support projects, events and organizations in the communities served by Manitoba Caisses. This is in keeping with the Manitoba Caisse Network's philosophy of supporting and improving the quality of life in the communities that Caisse members live in.

### Evaluation Criteria

Sponsorships are awarded by the Manitoba Caisse Network's Marketing Committee according to the following criteria:

#### Compatibility with Caisse's Values and Sponsorship Categories

The Marketing Committee will consider sponsorship opportunities that are consistent with the values and sponsorship goals of the Manitoba Caisse Network. Preference is given to projects, events and/or organizations that will have **significant and long term benefit** to the communities served by Caisses in the Manitoba Caisse Network. Ideally, an applicant should be a non-profit organization, registered charity or corporation located within a Caisse community, and already conduct business with a Caisse. The applicant should also have a proven track record of responsible use of donated funds. Finally, each sponsorship opportunity is evaluated in light of distinct sponsorship categories. We reserve the right to limit the number of categories we will support in a given year, and may select only one recipient per category annually. Applicants can receive a maximum of one sponsorship per year, and should not apply for sponsorship in more than one category. The categories are as follows:

1. Arts
2. Youth (elementary and secondary)
3. Culture
4. Charity
5. Economic Development
6. Senior Citizens
7. Education
8. Sports
9. Health

#### Available Funds

The amount of sponsorship dollars available each year are limited, and once the dollars have been allocated, no further funds will be available until the following year. Applications will not be held on file from year to year, and it is the responsibility of the applicant to submit a new application for each calendar year.

### Recognition of the Manitoba Caisse Network

The Manitoba Caisse Network requires that it receive promotional recognition for its sponsorship contributions. Typically, this is done by featuring the Caisse logo prominently on printed materials, signage, etc. related to the project, event or organization being sponsored, and/or providing the Manitoba Caisse Network with advertising space in published materials relating to the project/event. Additionally, the Caisse must be granted exclusive sponsorship rights for the project/event for its industry – i.e. no other sponsor from the financial services industry will be a sponsor. Your application should state this exclusivity, plus include details as to how the Caisse Network is to be recognized.

### How Payment is Made

If the sponsorship is monetary, the Manitoba Caisse Network's preference is to make two (2) separate payments for the sponsored amount; a payment for 50% of the sponsorship amount at the beginning of the project/event and 50% at the completion of the project/event after obtaining a report from the sponsored party (see Conditions of Sponsorship).

### Conditions of Sponsorship

If you receive sponsorship from the Manitoba Caisse Network, you are expected to meet the following obligations:

- Projects should be completed within one year following acceptance, unless indicated otherwise.
- The applicant must use the sponsorship funds exactly as outlined on the application form. Any change must be reported to the Manitoba Caisse Network, and the Network reserves the right to withhold the remaining 50% (or even request return of the initial 50%) of the sponsorship amount should the alternate use of funds not meet Network approval.
- To receive the remaining 50% of the sponsorship amount the applicant must submit a post event/project report detailing the following:
  - Event/project financial statement
  - Recognition/promotion achieved for the Manitoba Caisse Network
  - Samples of any advertising and/or promotion materials used
  - Copies of any relevant press clippings for the project/event
  - Attendance figures

### How to Apply

Applicants must complete and submit a **Request for Sponsorship Application**. Applicants will be contacted by the Manitoba Caisse Network's Marketing Committee as to the success of their application. Applications are available online at [www.caisse.biz](http://www.caisse.biz) (click on Community Support) or contact us at [marketing@caisse.biz](mailto:marketing@caisse.biz) to receive a form.

**Application Deadline: November 30<sup>th</sup>**