



SPONSORSHIP POLICY

Approved by Resolution BDRes2016-29

June 5, 2016

Overview

The Cree Outfitting and Tourism Association (COTA) is the regional tourism association serving the Cree tourism operators in Eeyou Istchee. It is a membership-based, non-profit association that works with Cree communities and members.

JBNQA section 28.4 & 28.6

- ⇒ Provide marketing, booking and promotion services, where necessary, for Cree outfitting operations;
- ⇒ Provide business, management, accounting and professional services, where necessary, for Cree outfitters;
- ⇒ Conduct feasibility studies related to establishment or siting of individual outfitting facilities or a network of outfitting facilities.

Mission

To develop and implement a collective vision for a world-class sustainable tourism industry in Eeyou Istchee, that is in harmony with Cree culture and values, and that involves a partnership among Cree communities, institutions and businesses.

Sponsorship Objectives

COTA supports community tourism events by working with organizers to provide sponsorships in return for visibility at the given event. COTA views these sponsorships as part of their overall marketing efforts targeted toward Eeyou Istchee and the northern Quebec region.

The objectives of the sponsorship policy are to:

- Support the tourism development efforts of organizations and businesses in Eeyou Istchee;
- Stimulate the organizational and financial self-sufficiency of organizations;
- Promote COTA's strategic orientations and/or programs and services;
- Increase the tourism revenues in Eeyou Istchee;
- Increase the number of visitors to Eeyou Istchee from outside the region and province.

The policy is designed to provide a clear framework and standardize the process of requesting and receiving sponsorship support from COTA. This will make it easier and clearer for COTA members in Eeyou Istchee to apply for sponsorships. Successful applicants must meet the criteria outlined below.

Guidelines and Criteria:

- Must be an organization located in Eeyou Istchee;
- Be member of COTA / EIT;
- A completed application form must be submitted six (6) weeks prior the event;
- The objectives of the event and organization must be compatible with COTA's mission and strategic orientations;
- The activities or services offered must try to attract a clientele from outside of the region and have a positive impact on the Tourism Industry;
- The amount requested cannot exceed 25% of the total budget;
- The maximum contribution from COTA is \$1000 and not including support for the Green Team activities; unless the Board of Directors deems it acceptable to award an additional amount.
- The sponsorship request must not overlap with an existing request to the co-op marketing program;
- The organizers must provide a proof of visibility for COTA in order to be considered for future sponsorships.

A sponsorship request will not be considered for the following:

- An organization or a project dedicated to political or religious interests;
- Purchase of equipment or construction/ renovation offices or buildings;
- An organization which supports an individual or is for a personal project, such as an individual event or activity;
- A trip out of the region;
- To purchase advertising space;
- Professional honorarium to resolve a conflict;
- To support a regular salary.

Evaluation Process

The sponsorship contributions are distributed according to the annual budget planned for these activities. The evaluation of the sponsorship request follows the rules and criteria established in this policy, which considers:

- The touristic nature of the request;
- The description of the project;
- The relevance to Cree Tourism development;
- Number of participants involved in the event;
- The history of sponsorship support already provided to the organization and proof of sponsorship received in previous years;
- The amount visibility for COTA;
- The duration of the event or service (for example, a half day activity will receive less than a full day)

Only the written sponsorship requests submitted with a completed application form will be considered. The submission of a request does not guarantee a positive response. COTA is allowed, throughout the whole analysis, to require additional information that may be required to make its decision. If the information is not provided, the request may be rejected.

Once we receive your request, we will send an acknowledgement letter to the email address provided on the application. Following the analysis, an approval or rejection letter will be sent. The organization must provide a proof of COTA's visibility no later than 4 weeks following the event, activity or service. If such proof is not received, COTA may not approve future requests.

Information required from event organizer:
(to be indicated on the completed application form)

- Name of event
- Name of organizer
- Description of the event
- How the event is related to tourism
- Number of visitors expected from outside of Eeyou Istchee
- How will the event benefit the community
- How will the event benefit COTA and its members
- Amount requested

All sponsorship requests must be submitted

by email at:

admin@creetourism.ca

or by mail at:

Cree Outfitting and Tourism Association

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