



# SPONSORSHIP POLICY

Approved by Resolution, ECRes2018-28, BDRes2016-09

## **Overview**

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

## **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/EIT supports community tourism events by working with organizers to provide sponsorships in return for visibility at the given event. COTA/EIT 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/EIT'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/EIT. This will make it easier and clearer for COTA/EIT 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;
- Request must be submitted six (6) weeks prior the event;
- The objectives of the event and organization must be compatible with COTA/EIT'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/EIT is \$1000; 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/EIT 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/EIT;
- 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 all information required will be considered. The submission of a request does not guarantee a positive response. COTA/EIT 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/EIT's visibility no later than 4 weeks following the event, activity or service. If such proof is not received, COTA/EIT may not approve future requests.

### **Information required from event organizer:**

- 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/EIT and its members
- Amount requested
- Band resolution supporting your event

### **All sponsorship requests must be submitted**

by email at:

[admin@creetourism.ca](mailto:admin@creetourism.ca)

or by mail at:

**Cree Outfitting and Tourism Association/Eeyou Istchee Tourism**

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