



## **Donation Policy and sponsorships**

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# Table of contents

|      |  |   |
|------|--|---|
| 1.   | GENERAL PROVISIONS .....               | 3 |
| 1.1. | Purpose.....                           | 3 |
| 1.2. | Scope .....                            | 3 |
| 1.3. | Objectives .....                       | 3 |
| 2.   | DEFINITIONS .....                      | 3 |
| 3.   | EXCLUSIONS .....                       | 4 |
| 4.   | CONDITIONAL TERMS AND CONDITIONS ..... | 4 |
| 5.   | LIABILITY .....                        | 4 |
| 6.   | APPLICATION PROCESS .....              | 5 |
| 7.   | RIGHT OR REFUSAL .....                 | 5 |
| 8.   | PROJECT MONITORING .....               | 5 |

# 1. GENERAL PROVISIONS

## 1.1. Purpose

The Tourism Côte-Nord Board of Directors seeks to establish a procedure and criteria that are consistent, transparent and fair in the processing of sponsorship requests from organizations recognized in Quebec.

## 1.2. Scope

- This policy is intended for organizations interested in the tourism sector in Quebec.
- It is intended to provide donations and sponsorships and to process any such request.
- Through its mission, Tourisme Côte-Nord supports organizations located in Quebec.
- These organizations may be private or non-profit, but must be members of Tourisme Côte-Nord.
- The organization's mission must be consistent with the values, mission and strategic directions of Tourisme Côte-Nord.
- Services or activities must be aimed at a tourist clientele or the population of Quebec.

## 1.3. Objectives

The primary objective of the Policy is to assure members that amounts spent on donations and sponsorships of any kind or financial significance are spent in accordance with specific rules consistent with Tourism's strategic directions and objectives. Coast-North.

The Policy aims to ensure objectivity, impartiality, integrity, transparency and rigour in the granting of donations and sponsorships.

# 2. DEFINITIONS

This policy means :

**Sponsorship :** A sum of money granted to enable the realization of a business partnership, an activity, an event or a project, in exchange for an institutional or commercial benefit (counterpart) added to develop a business. The consideration may take the form of advertising, visibility or access to the exploitable commercial potential of the sponsored activity, event or project.

**Donation :** A donation is a financial contribution or a contribution in goods or services made by the organization for charitable purposes to support the carrying out of an activity, event or project.

### 3. EXCLUSIONS

The sponsorship program does not support :

- Individuals;
- A municipality, department or other public entity;
- An organization whose financial situation is of concern;
- An organization or project that does not meet the requirements of the selected intervention areas;
- An organization or project dedicated to a political or religious cause;
- A project to construct, renovate or restore a space or building;
- Personal projects, cultural trips and cooperative missions;
- Supported events should take place in the same year as the sponsorship.

### 4. CONDITIONAL TERMS AND CONDITIONS

A contract specifying the terms and obligations imposed by Tourisme Côte-Nord must be concluded prior to the granting of the donation or sponsorship. Failure to comply with the commitments specified in the contract will result in the withdrawal of the gift or sponsorship

### 5. LIABILITY

The Directorate-General is responsible for monitoring and evaluating the content of this policy and its application.

It may be amended only by resolution of the Board of Directors following a recommendation of the Financial Management Committee.

The Branch is also responsible for ensuring PROCESSUS DÉCISIONNEL

Each request will be analyzed by Tourisme Côte-Nord, based on established criteria and the recommendation will be forwarded to the Directorate-General for decision.

| <b>EVALUATION CRITERIA FOR DONATIONS AND SPONSORSHIPS</b>  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|--|----------|----------|----------|----------|----------|----------|
| The project provides visibility to Tourisme Côte-Nord and/or the trademarks under its management.  |          |          |          |          |          |          |
| The project promotes the development of a healthy culture of collaboration with Tourisme Côte-Nord, tourism businesses and associations. |          |          |          |          |          |          |
| The project is beneficial not only to the beneficiary organisation, but to the entire tourism industry in the region concerned.          |          |          |          |          |          |          |
| The project helps make the North Shore a destination of choice.  |          |          |          |          |          |          |
| The project contributes to the development of the tourism workforce.   |          |          |          |          |          |          |

|  |     |  |  |  |  |  |
|--|-----|--|--|--|--|--|
| The project helps increase recognition of the impact of tourism on the region's economy or celebrate excellence in the sector. |     |  |  |  |  |  |
| The project is innovative and represents or participates in an advance in the tourism industry.                                |     |  |  |  |  |  |
| The project has a positive impact on accessibility for travellers in the region.   |     |  |  |  |  |  |
| The project promotes the digital revolution.   |     |  |  |  |  |  |
| The project generates economic benefits for the industry and the region related to the value of the award.                     |     |  |  |  |  |  |
| <b>TOTAL</b>   | /50 |  |  |  |  |  |

## 6. APPLICATION PROCESS

Each request will be emailed to [gbouchard@cotenordqc.com](mailto:gbouchard@cotenordqc.com). It must be accompanied by a project description, the financial package, the financial statements for the last two years and a visibility plan.

Applications will be received on an ongoing basis from April 1 to March 31 of each year until available funds are exhausted.

Any request will be returned by email with a positive or negative response.

## 7. RIGHT OR REFUSAL

Tourisme Côte-Nord does not have an obligation to support an organization or event annually, but reserves the right to alternate its participation based on current priorities or other reasons it considers fair.

Tourisme Côte-Nord reserves the right to refuse any request.

## 8. PROJECT MONITORING

Organizations that have received a donation or sponsorship will have to complete a report on the activity or project and send it to Tourisme Côte-Nord..