



Corporate Sponsorships Policy

Principles

SaskPower is committed to building on our proud history of community support by partnering with many different organizations to help each reach their goals. It's through productive partnerships, teamwork, and a desire to make a difference that we're working to give back and invest in the future of the communities in which we live and serve our customers.

There are two corporate policies associated with this program: Corporate Contributions Policy; and Corporate Promotional Items Policy (Philanthropic Donations).

Corporate Contributions

Through the Corporate Contributions Program, SaskPower provides more than \$1 million in annual support to non-profit and business organizations across the province. These contributions support approximately 1,000 events, activities and initiatives and contribute to the quality of life enjoyed by the people of Saskatchewan.

Working with external community partners, SaskPower identifies and implements strategic partnerships that are aligned with SaskPower business objectives, and supports the priorities of the non-profit sector – most commonly in the areas of education, environment and community involvement (culture, sports and charities).

Corporate Promotional Items

Through the Corporate Promotional Items, SaskPower provides approximately \$50,000 in promotional items to non-profit organizations, as well as for-profit organizations fundraising in support of a charitable cause. Organizations are eligible to receive support for only one program, event or activity each year.

Priorities for Sponsorships or Donations

SaskPower will consider sponsorship for any non-profit organization and educational institution operating in the province of Saskatchewan. Contributions are provided to the following groups:

- **Education:** individual schools, school boards, school divisions, technical colleges, universities, teacher associations and student associations. Priority will be given to those engaged in science, trades, technology, engineering and business endeavours;
- **Environment:** natural resource management and conservation organizations and
- **Community Involvement:**
 - Culture (art, dance, literature, music, theatre and film organizations, and community festivals);
 - Sports (amateur and professional sport organizations);
 - Charities (non-profit and charitable organizations whose primary purpose is to raise funds for a cause that is not represented in any other category);
 - Associations of professionals (business associations such as chambers of commerce and Association of Professional Engineers and Geoscientists of Saskatchewan).

SaskPower will also consider providing support for programs or initiatives that align with the corporations business, policies and programs and/or services such as:

- Youth/diversity education and/or employment;
- Economic development;
- Innovation; and
- Entrepreneurship.

Criteria for Proposals

Charities, events and organizations which SaskPower supports must be:

- Saskatchewan-based; and
- A registered non-profit organization operating in Saskatchewan.

In addition:

- All funds and promotional items must be used within Saskatchewan within 18 months of the date of delivery; and returned to SaskPower if not used;
- Funds must not be reinvested for any purpose other than slated in the sponsorship request;
- Funds may not be used for human resource expenses or travel;
- Support will be provided to a charity, event, or organization only once per calendar year; and
- Preference will be given to initiatives that are provincial or regional in scope.

Requests for sponsorship must be:

- Received at least one month prior to the event date for sponsorships; two weeks for promotional items;
- All requests must be submitted on-line at www.saskpower.com, or in writing to:
SaskPower
Corporate Contributions Program
8SE – 2025 Victoria Avenue
Regina, Saskatchewan S4P 0S1
Fax: (306) 566-3131

Requests must include:

- Contact information including a name, phone number and address of the organization, and a primary contact person;
- Information about the organization;
- The amount and type of support you are seeking; and
- A description of the event or activity for which funds are being requested.

Refusal of Request

Ineligible groups/individuals include:

- Individuals/organizations requesting funding for their own personal use;
- Political groups or activities;
- Lobby/advocacy groups or activities that are discriminatory as defined by the Saskatchewan Human Rights Commission;
- Religious denominational organizations;
- Organizations funded by the United Way (with the exception of YWCA Women of Distinction Awards);
- Trips, tours or travel expenses;
- Human resource expenses;
- Staff appreciation and retirement activities;
- Homecomings and reunions; and
- Events with the majority of attendance from out-of-province individuals.

Conferences

SaskPower may support conferences provided that:

- The purpose falls within SaskPower's business and/or priority areas; and
- The criteria for the proposals are met.

Recognition

SaskPower may seek recognition, where appropriate, for its sponsorships and donations. This could include, but not limited to:

- Signage;
- Logo placement;
- Advertising;
- Conference registrations; and
- Speaking opportunities.

Golf Tournaments

SaskPower may provide sponsorships or promotional items to golf tournaments provided:

- The tournament is intended to raise money for a non-profit organization or charity; and
- Programs/organizations align with SaskPower's business, programs or services.

Tickets/Tables

SaskPower generally does not purchase tickets or tables to events unless:

- Programs/organizations align with SaskPower's business, programs or services.

Tracking

SaskPower tracks all sponsorship and promotional item requests including:

- All received requests;
- A list of successful and unsuccessful proposals, including dollar amount; and
- A list of contributions or promotional items.

SaskPower responds to all proposals, generally within ten working days of receiving the request.

Additional information

SaskPower and its subsidiary companies may, from time to time, provide funding to in-and out-of-province non-profit and for-profit agencies undertaking projects of philanthropic or strategic interest to SaskPower.

As an act of remembrance, SaskPower may, from time to time, make in-memoriam donations to charitable organizations.

Groups that meet SaskPower's corporate contributions criteria may be denied funding due to budget restraints.

SaskPower does not donate electricity or electrical services, or other in-kind goods and services.