



SPONSORSHIP POLICY

PURPOSE OF SPONSORSHIP

Owen Sound Transportation Company (OSTC) provides non-profit organizations in the Grey Bruce Regions and on Manitoulin Island with the opportunity to sponsor the Chi-Cheemaun's Spring and Fall Repositioning Cruises which recommenced in 2023.

These sponsorship opportunities have been created to:

- Provide non-profit organizations with an opportunity to develop integral relationships, showcase hospitality, extend their reach, and provide access to broader connections.
- Improve their presence, build awareness and recognition.
- Provide fundraising opportunities that will benefit their organization and benefits the community.

SPONSORSHIP FREQUENCY

Starting 2024, non-profit organizations may only sponsor one annual cruise, once every five years. This is to ensure other non-profit organizations have an opportunity to participate.

CRITERIA FOR REVIEWING A SPONSOR

OSTC carefully examines sponsorship applications to ensure the sponsor is a good fit with OSTC's mandate¹ and that the sponsorship will benefit the community.

The following criteria are reviewed:

- The selected sponsor must be a non-profit organization located in the Grey-Bruce Region or on Manitoulin Island.
- The proposed organization's mission, values and priorities are evaluated.

- The reason why the proposed organization would like to sponsor the cruise is considered.
- The year the proposed organization was established is weighed.
- The employees and/or volunteers the organization is planning to deploy and their tenure with the charity is reviewed.
- How the money raised from their fundraising efforts will benefit the proposed organization and community will be examined.
- The organizations recent experience with fundraising, current fundraising methods, and experience with fundraising/sponsorship of events will be considered.

OSTC will assess if the proposed sponsor is able to fulfill promotional requirements for the cruise:

- Can the proposed sponsor designate 5-10 employees and/or volunteers to represent their organization onboard the Chi-Cheemaun on the day of the cruise?
- Can the proposed sponsor provide their own promotional material for the cruise itself? (i.e., Displaying a video about their organization, posters, promotional material, etc.)

SPONSOR REVIEWING PROCESS

- Once a year, sponsorship applications are accepted for both the Spring and Fall Repositioning Cruises.
- The submissions period closes in late March. Deadline dates will slightly vary from year to year.
- The Sponsorship Committee, comprised of the CEO/President, Director of Corporate Services, Director of Operations, Chief Steward, and the Planning and Communications Specialist, will review all applications to ensure potential sponsors meet the criteria specified above.
- Two sponsors are then selected, one for the Spring cruise, and one for the Fall.
- The Planning & Communications Specialist will reach out to the selected sponsors and facilitate the next steps.

- Should the selected sponsor decline this offer, they will not be able to defer their participation and will be required to resubmit an application the following year. Another sponsor will then be selected by The Sponsorship Committee and reached out to.
- A joint agreement will be provided, once signed by both parties, OSTC and sponsors may make this public knowledge should they choose.
- Unsuccessful applicants must reapply next season to be reconsidered.

SPONSOR RECOGNITION

OSTC will limit sponsor acknowledgments and may utilize the sponsors organization name, logos, slogans, addresses and telephone numbers for promotional purposes, should OSTC choose to.

¹ OSTC's mandates are located on page 5 of the OSTC Business Plan: [OSTC-2017_2018-2019_2020-Final-.pdf](#)
(ontarioferries.com)

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