



OWEN SOUND TRANSPORTATION COMPANY

SPONSORSHIP GUIDELINE

PURPOSE OF SPONSORSHIP

Once a year, the Owen Sound Transportation Company (OSTC) accepts sponsorship application forms from non-profit organizations in the Grey Bruce region and on Manitoulin Island for the Chi-Cheemaun's Annual Spring and Fall Repositioning Cruises. The selected organizations will receive 10% of the gross ticket sales from their respective cruise and have the opportunity to fundraise onboard (i.e., raffles and silent auctions). Please note, 50/50 draws are not permitted. This is a unique opportunity for non-profit organizations to:

- build integral relationships, showcase hospitality, expand their reach, and connect with a broader audience.
- offer meaningful fundraising opportunities that support their organization as well as benefit the community.

Please note that for 2026, only a Spring Repositioning Cruise will be offered. The Chi-Cheemaun is scheduled for its five-year dry dock inspection at the end of the sailing season in October.

SPONSORSHIP FREQUENCY

Starting in 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 taken into account:

- Eligibility as a nonprofit in Grey Bruce or Manitoulin Island
- Alignment of mission, values, and priorities
- Purpose for fundraising onboard
- Organizational history (i.e., the year the organization was established)
- Experience and suitability of onsite staff or volunteers
- Community impact of funds raised
- Previous fundraising experience and methods

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.)

2026 SPONSOR REVIEWING PROCESS

- Due to the Chi-Cheemaun going to dry dock in the fall, OSTC will only be accepting sponsorship applications for the Spring Repositioning Cruise.
- The submissions period closes in March. (Submission deadline dates will slightly vary from year to year.)
- The Sponsorship Committee—comprised of the CEO/President, Director of Human Resources and Communications, Director of Operations, Chief Steward, the Manager of Marketing and Communications, and additional members as needed—will review all applications to ensure potential sponsors meet the criteria outlined above and will select one sponsor.
- The Manager of Marketing and Communications will reach out to the selected sponsor 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. The Sponsorship Committee will then select and reach out to another applicant.
- A joint agreement will be provided, once signed by both parties, OSTC and the sponsor may make this public knowledge should they choose.
- Unsuccessful applicants must reapply next season to be considered.

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.

PAST PARTICIPANTS

2025

- Chippewas of Nawash – Health Centre – Spring Repositioning Cruise
- Canadian Mental Health Association – Grey Bruce – Fall Repositioning Cruise

2024

- Saugeen Hospice – Spring Repositioning Cruise
- Big Brothers Big Sisters of Grey Bruce – Fall Repositioning Cruise

¹ OSTC's mandates are located on page 4 of the [OSTC Business Plan](#)