

Corporate Sponsorship Policy

(approved March 14, 2007)

PART A: Purpose of the Policy

Resource Conservation Manitoba aims to work constructively with all sectors of the community to advance ecological sustainability. This policy statement sets out criteria that the Board of RCM will apply in securing and accepting sponsors of events and activities.

PART B: Sponsor Commitment

Corporate sponsors of Resource Conservation Manitoba events and activities will have an active and publicly reported Corporate Social Responsibility program that includes policies and programs demonstrating a commitment to high achievement in environmental performance.

PART C: Exclusion Criteria

Companies will not be accepted for sponsorship of RCM events and activities where their products, services or operations undermine conditions for ecological sustainability or are, in the opinion of the RCM Board of Directors, incompatible with the goals and purposes of Resource Conservation Manitoba.

PART D: Interpretation

1. In assessing the suitability of a potential sponsor, the Board of RCM will make reasonable efforts to consider all available information and to make decisions that are in the best interests of the event, activity or program of Resource Conservation Manitoba.
2. In assessing ecological sustainability, the Board of RCM will consider whether the company appropriately demonstrates through action a commitment to such sustainability principles as resource efficiency and conservation, pollution prevention, precaution, stakeholder participation, transparency, life cycle analysis, stewardship, interdependence, and intergenerational equity.
3. In reviewing a sponsorship candidate, Resource Conservation Manitoba may take into account publicly available research and reports by reputable third parties.
4. In itself, a decision by Resource Conservation Manitoba to decline a sponsorship opportunity does not imply any adverse reflection on the company's performance, practices, or operations.
5. These criteria will be provided to candidates for sponsorship and to other parties on request, and will be posted on the web site of Resource Conservation Manitoba.

PART E: Permissions and Expectations

1. A Sponsorship Statement, prepared by RCM and agreed to by the parties, will set out the terms and conditions of a sponsorship.
 2. The duration of a sponsorship will be specified in the Sponsorship Statement.
 3. Eligibility of continuing sponsors will be reviewed annually by the Board of RCM.
 4. During the period of a sponsorship, Resource Conservation Manitoba will not make a sponsorship arrangement for the same event or activity with a company that is a direct competitor of a recognized sponsor of that event or activity.
 5. Permissions for sponsor use of logos, symbols and images belonging to Resource Conservation Manitoba will be set out in the Sponsorship Statement.
 6. Permissions for use of sponsor logos, symbols and images by Resource Conservation Manitoba will be set out in the Sponsorship Statement.
 7. RCM will not apply corporate logos to materials used in elementary schools or secondary schools, nor on materials directed to children.
 8. Concerns that may arise concerning the fulfillment of the terms and conditions of a sponsorship will be dealt with on a case by case basis by the Board of RCM.
-