



Canadian Rangeland Bison & Elk Inc.



Sponsorship and Charitable Donations Policy

Canadian Rangeland Bison & Elk is a family owned and operated business, proudly operated in Lacombe, AB.

Each year, we receive many requests for donations and support from a wide variety of organizations and individuals. Unfortunately, we cannot assist everyone. This policy has been established to address all requests on a case by case basis, based on the assessment criteria contained in this document. Each request will be carefully reviewed to determine if it meets Canadian Rangelands sponsorship, marketing, and community objectives. Consequently, we are unable to proceed with requests for support that do not fit within these objectives. Canadian Rangeland seeks to act as a good corporate citizen at all times and has undertaken contributions and sponsorships as part of their partnership with the community, the bison and/or the food and beverage industry. However, as requests have increased in number, it has become necessary to evaluate those requests. We recognize the important role we play as a member of the Canadian market place, and support selected activities and organizations that in turn provide benefits to within the communities.

All sponsorship applications will be evaluated according to the criteria set out below and must be submitted on the form provided. In the context of this policy, 'sponsorship' is defined as the provision of goods or services in exchange for advertising, marketing, and promotional opportunities. 'Donation' is defined as the provision of goods to a registered charity where a receipt for the value of goods can be provided for taxation purposes.

Sponsorship:

- May only take the form of material goods
- Consists of resources in exchange for agreed acknowledgment
- May be between one or more organizations

Donations:

- May only take the form of material goods or other
- Consist of resources provided free of charge
- Will be provided to registered charities where a receipt for the value of the goods can be provided for taxation purposes

Policy and rules of engagement of responsibility for co-ordination of sponsorship lies with the owners and management team of Canadian Rangeland Bison & Elk Inc. Each proposal will be assessed on a merit basis according to the criteria set.

Sponsorship Criteria

Canadian Rangeland Bison & Elk will only agree to sponsorship opportunities that:

- Are consistent with our vision, reputation, and objectives
- Addresses our target audience
- Helps achieve our objective to increase awareness of the Canadian Rangeland brand
- Adds value to business activities

Key areas of potential support by Canadian Rangeland include:

- Initiatives that support the future growth of the bison and/or the food and beverage tourism industry
- Events or programs which directly enhance community and social capacity building initiatives
- Initiatives that are directed at increasing the profile of the Canadian Rangeland Brand
- Community events in an area where Canadian Rangeland branded products are already in place

Preference will be given to organizations that:

- Use the Canadian Rangeland products on a regular basis
- Include Canadian Rangeland items as branded on menu at events
- Are credible, with a proven track record in managing community initiatives
- Directly supports social capacity to build programs and projects
- Allow adequate time for applications to be assessed

Canadian Rangeland will assess all requests for donations based on the following criteria:

- Donations will only be provided to registered charities who can produce a receipt for tax purposes to the value of goods supplied
- Individual donation requests will require a submission detailing the merits of the organization and to what purpose donation of goods will be used
- Support the company preferred charities and events

Organizations/activities which will not be considered for sponsorship include those that:

- May be construed as discriminatory
- Could be detrimental to public health or safety
- Promote or encourage substance abuse
- Individuals seeking support for overseas travel or academic study
- Religious or political organisations or campaigns
- Programs that may present a hazard to the community or the environment
- Non-specific fundraising projects or appeals
- Conferences, except when there is an explicit business link with Canadian Rangeland

Any deviation from this policy requires the approval of the business owner.



Sponsorship Request Form



Name of Organization: _____

Address: _____

Contact: _____

Phone: _____ Email: _____

Webpage: _____

Date of Event: _____ Location (Venue): _____

Are you a registered charity for taxation purposes: _____ Tax # _____

Estimated Number of Guests: _____ est # of Volunteers _____

Purpose of Event: _____

Other key sponsors will include: _____

Additional opportunity for Canadian Rangeland to provide products/services: _____

Target demographic of guests: _____

Promotional Opportunities: (Please provide evidence/details of how Canadian Rangeland will be acknowledged. If acknowledgement includes exposure in a program, etc. attach sample program)

Other supporting information: describe why Canadian Rangeland Bison & Elk should consider your request, event management capabilities, or any other information that may influence our decision to provide support *(use additional pages if required.)*

On completion please return the completed form to info@rangelandbison.ca or fax 1-403-786-9909.

Your application will have a greater chance of success if you allow plenty of time for assessment. Preference is given to organizations who submit their application at least six weeks prior to the event. Should your application be approved you will receive a notice of support which will include details of the support we will commit for your event (etc.). This will also embody the requirement to provide Canadian Rangeland with a final wrap up report within 6 weeks of the conclusion of the activities. If you are not successful on this occasion but your event is held annually, please submit a request for assistance before December each year for review during our business planning for the following year. Good luck with your application; we would love to provide assistance to as many people as possible.



In Office: Date application rec'd: _____	Date application reviewed: _____
Application reviewed by: _____	Application approved (yes –no)
Results letter sent (date): _____	Note (details): _____
Goods/services requested and \$ value: _____	