

## Contact Sponsor Winnipeg

By email: [sponsorwinnipeg@winnipeg.ca](mailto:sponsorwinnipeg@winnipeg.ca)

Website: [sponsorwinnipeg.ca](http://sponsorwinnipeg.ca) and complete the “*Contact Us*” form.

## What Prospective Sponsors can expect from Sponsor Winnipeg

### For Sponsorships Excluding Naming Right Sponsorships

1. A meeting(s) with a prospective sponsor will be scheduled to discuss interests, needs and fit in sponsoring a City asset (program, service, facility).
2. Following the meeting(s) a “Risk Assessment” is completed to ensure that the City/Sponsor interests are protected and that the “ask” by the Sponsor can be accommodated.
3. Following the “Risk Assessment” a Memorandum of Understanding (MOU) is prepared; it outlines the terms and value of the sponsorship.
4. Upon concurrence of the MOU, Sponsor Winnipeg staff will:
  - Prepare an administrative report recommending approval of the sponsorship by the Chief Administrative Officer (CAO).
  - Once the CAO approves the sponsorship, Sponsor Winnipeg staff will prepare a legal agreement for signature by the Sponsor and the CAO.
  - Upon execution of the legal agreement, the Sponsor will provide their contribution to the City of Winnipeg as specified within the legal agreement.
  - The City will then forward the sponsor contribution to the sponsored asset.
  - In consultation with the Sponsor a public recognition event is scheduled to acknowledge and thank the Sponsor.

### For Naming Rights Sponsorships

#### \*GST applies to naming rights sponsorships

1. A meeting(s) with a prospective sponsor will be scheduled to discuss interests, needs and fit in sponsoring a City asset (program, service, facility).
2. Following the meeting(s) a “Risk Assessment” is completed to ensure that the City/Sponsor interests are protected and that the “ask” by the Sponsor can be accommodated.
3. Following the “Risk Assessment”, a Framework Plan is prepared; it outlines the terms and value of the sponsorship.
4. Upon concurrence of the Framework Plan, Sponsor Winnipeg staff will:
  - Prepare an administrative report recommending approval of the naming rights sponsorship by Council.
  - Once Council approves the naming rights sponsorship, Sponsor Winnipeg staff will prepare a legal agreement for signature by the sponsor and the CAO.
  - Upon execution of the legal agreement, the Sponsor will provide their contribution to the City of Winnipeg as specified within the legal agreement.
  - The City will then forward the sponsor contribution to the sponsored asset.
  - In consultation with the Sponsor a public recognition event is scheduled to thank and acknowledge the Sponsor.

## Sponsor Recognition Signage

- Sponsors must submit sponsor recognition sign design and fabrication information to Sponsor Winnipeg for approval. Sponsor Winnipeg staff will review and convey approval or comments back to the Sponsor. Signage shall not be installed until approvals are provided in writing.
- Signs must adhere to all relevant City of Winnipeg By-laws and processes. Some fees may apply.
- Sponsors will be responsible for all costs associated with sign fabrication, installation, repair, replacement and removal.

## Insurance Requirements

Sponsors will be responsible to provide all applicable insurance required by The City of Winnipeg.