

POLICY NO:	104	TITLE:	Sponsorship Policy
SECTION:	Communications	REVISION DATE:	October 2, 2025
OWNER:	Communications Manager	APPROVAL DATE:	March 23, 2006
APPROVER:	CEO	REFERENCE:	
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PURPOSE

This policy is established to set sponsorship guidelines that meet Aquatera Utilities Inc's (Aquatera) business goals, corporate alignment and community initiatives and to set sponsorship focus areas for our service region or future service region(s).

POLICY STATEMENT

Aquatera provides sponsorships to:

- Contribute to Aquatera's service regions and the customers we serve, or hope to serve in the future
- Promote our vision, core purpose and values
- Increase goodwill through community investment in local events and organizations whereby Aquatera receives recognition
- Raise awareness of Aquatera initiatives
- Support Aquatera employees and organizations in their communities through the Employee Sponsorship Program

TERMS OF THE POLICY

Sponsorship Focus Areas:

- Environment and natural spaces
- Youth
- Education
- Active living
- Community investment and partnerships
- Reducing/recycling waste and/or reducing water consumption
- Enhances the ability to attract and retain employees to Aquatera service regions

Ineligible areas:

- Private ventures or individuals, for-profit organizations
- Political contributions
- Religious organizations
- Special-interest organizations/groups
- Hate or racist organizations/groups

Code of Conduct

All sponsorship must comply with Code of Conduct Policy 412.

Approval

Major Sponsorships require Board approval.

All sponsorships are at the discretion of Aquatera.

Overall Sponsorship Commitment

Aquatera will commit a target of one point three per cent (1.3%) of net income (before dividends) to Aquatera's service regions through sponsorships each year. This sponsorship benchmark is considered a minimum required by the Imagine Canada Program.

DEFINITIONS

Community Investment and Partnerships: Sponsorships where parties are committed to maximizing participation to achieve a mutually agreed outcome. They may be one-off events, or community programs extending over a length of time. The goal of these partnerships is to build community capacity to sustain the initiative or benefit after the sponsorship is completed. Partnerships can include providing support, cash or gift-in-kind such as planning, project management skills, or professional or technical expertise.

Employee Sponsorship Program: A program which supports organizations and/or events which our employees are directly involved, in alignment with Aquatera's sponsorship criteria.

Major Sponsorship: A single sponsorship commitment having a value in excess of the annual set budget one per cent (1.3%) of net income before dividends.

Political Contributions: Donations to political candidates, parties and organizations - See Political Contributions Policy 101.

Recognition: Advertising, acknowledgement or other benefit that is provided to Aquatera in exchange for sponsorship provided. This can include, but is not limited to, logo or company name on print or promotional material, social media, website, signage, tickets, passes, memberships, partnered events and naming rights. Recognition guidelines are outlined in Sponsorship Recognition Procedure 104G.

Religious Organization: An organization which oversees the upkeep of places of worship, e.g., churches, mosques, prayer rooms, other similar edifices or meeting places; the payment of salaries to priests, ministers or religious leaders; or requires membership or attendance to a particular place of worship or religion in order to receive services from that organization. Organizations tied directly to a religious organization are also considered a Religious Organization, with the exception of schools under the Separate School Board and non-religious programs within those schools.

Service Region: A municipality or region where Aquatera is providing water, wastewater, and/or solid waste services.

Special-interest Organizations/Groups: A group of people or an organization seeking or receiving special advantages, typically through political lobbying.

Sponsorship: Support in return for the right for the recipient (organization or individual) to promote Aquatera's name, image, product and services with Aquatera approvals and in

compliance with brand standards. Aquatera provides resources (i.e. money, staff, products or services) and receives a benefit (e.g., marketing or advertising opportunity).

Value/Valued: Includes cash, gift-in-kind, and services rendered.

REFERENCES

- Code of Conduct Policy 412
- Political Contributions Policy 101
- Sponsorship Recognition Procedure
- Sponsorship GIK Procedure
- Sponsorship Evaluation Procedure
- Community Skating Rink Request Procedure

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