



## Sponsorship and Donations Policy

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Nunatsiavut Group of Companies (NGC) is committed to giving back to the five communities we serve, and to supporting the beneficiaries of Nunatsiavut through charitable foundations, events and activities.

NGC supports non-profit organizations, programs and events that complement the core values of the company:

- ❖ **Core Values** - Culturally Respectful, Socially Responsible, Open, Accountable, Transparent, Environmental Stewardship, Best Business Practices

NGC gives generously to the people and communities in which we serve. To ensure our donations are distributed appropriately throughout the region, a committee has been established to review each request received by the parent company, as well as its subsidiaries.

The following guidelines will help you in submitting a request for advertising support, donations or sponsorship of your activity.

### General Criteria

NGC strongly believes in contributing to the welfare of our communities and those who live in them. As a company, we have decided to focus our support in the following areas:

- Activities targeted towards children and elders
- Programs that contribute to the preservation of Inuit culture
- Committees focused on the overall well-being of our communities
- Earth-friendly causes

Applicants should clearly outline how the funds will be used and how NGC will be acknowledged.

### Advertising policy:

Advertising support is available for events and activities within our communities. Advertising requests may include ads in print publications, broadcast, online advertising or outdoor /arena advertising. Requests will be considered based on their relevance to our preferred support areas, cost and the relevance of the target market to NGC and its' subsidiary companies.

### Corporate / in-kind donations

Corporate and in-kind donations are available to support events and activities in the communities of Nunatsiavut. We provide financial or in-kind donations (e.g. promotional items) for a number of events and activities.

Promotional items (prizes, etc.) may be available, depending on the event, number of items required, and length of time between the event and receiving the request. When making your request, clearly indicate the amount of items you are looking for, how the items will be used (e.g. as prizes, giveaways, etc), as well as how NGC will be acknowledged for our contribution.

### **Corporate Sponsorship**

Corporate Sponsorships are evaluated based on NGC's goals for giving. Preference will be given to applications that meet the company's preferred support areas (see above).

### **How to Apply**

To apply for advertising support, corporate donations, sponsorship or promotional items please complete the following form and submit it to:

#### **Donations and Sponsorship Committee**

Donations@ngc-ng.ca

Fax #: 896-5834

Happy Valley-Goose Bay, NL

AOP 1E0

P.O Box 1000, Station B

2-6 Royal Street



## Sponsorship and Donations Form

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**Organization name**

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**Event name**

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**Contact name**

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**Email**

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**Phone**

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**Event date**

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**Event location**

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**Purpose of event**

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**Who the event is for**

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**Estimated number of participants**

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**Type of donation being sought**

*\*You may attach a letter which provides more detail about your event.*

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