

Enterprise Sponsorship & Partnership Policy

POLICY #BCS-02-01

FINAL

PURPOSE

This policy is to provide direction to applicable Ontario Lottery and Gaming Corporation (OLG) departments and employees in determining sponsorship and/or partnership opportunities.

APPLICATION AND SCOPE

The policy applies to all OLG departments and employees.

POLICY STATEMENT (& GUIDING PRINCIPLES)

OLG will develop sponsorships and partnerships with external organizations according to business objectives within but not limited to the following program areas:

1. Community & Stakeholder Sponsorships
2. Commercial Marketing Partnerships
3. Strategic Business Partnerships
4. Equity, Diversity & Inclusion Partnerships

DEFINITIONS

Community & Stakeholder Sponsorships: Mutually beneficial sponsorships of events or programs that benefit the community and provide marketing and recognition opportunities for OLG. This includes community festivals, business/industry events related to OLG business partners or stakeholders, and sponsorships aligned with OLG's Corporate Social Responsibility mandate.

Commercial Marketing Partnerships: Partnerships with properties for an event or program whose main purpose is to benefit the OLG (and product) brand and designed to generate revenue for the province of Ontario.

Strategic Business Partnerships: Partnerships for business development at an enterprise level that are mutually beneficial for the entities involved and are aligned with, and help achieve, OLG's strategic objectives.

Equity, Diversity & Inclusion Partnerships: Mutually beneficial partnerships with community organizations led by those who are aligned with OLG's Corporate Social Responsibility and Equity, Diversity and Inclusion (EDI) strategies. OLG values equity, diversity and inclusion as an essential element of our culture. Our goal is to create an environment that is equitable and inclusive, where individual differences are fully valued. EDI partners will be used in the work needed to support this goal.

Donation: gesture of goodwill in the form of money, goods, or services to support an organization, event or initiative, which does not provide a marketing opportunity or quantifiable benefit or return on investment for OLG.

REQUIREMENTS

1. OLG will develop sponsorships and/or partnerships with organizations or events in support of OLG's business goals or broader government priorities, such as:
 - Furthering OLG and/or product brand and revenue objectives
 - Developing relationships with key stakeholders, municipal and/or business partners
 - Helping to build a prosperous provincial economy and generate local/regional benefits
 - Developing an engaged, diverse, and supportive internal culture
 - Create customer engagement opportunities that increase brand awareness and favourability
2. OLG sponsorships and partnerships will focus primarily on events or aspects of events with an adult (18+) demographic and target audience. Exceptions may include programs aligned with OLG's Equity, Diversity & Inclusion programs.
3. OLG does not provide cash donations to community, charitable or humanitarian causes for donation requests as outlined in the Definitions section. Exceptions may be made for opportunities that align with specific business objectives providing measurable benefit to OLG. Decisions for exceptions will be based on value for money and alignment with OLG objectives, subject to approval by the accountable divisional lead.
4. OLG will allow employee-driven donations or in-kind contributions with corporate approval e.g., United Way Campaign and Federated Health Campaign. Refer to the OLG Code of Conduct for further information about employee fundraising initiatives.
5. OLG considers sponsorship and/or partnership opportunities with organizations that demonstrate:
 - That the organization is well-administered and commands the respect and confidence of the community
 - That there is evidence of fiscally sound management and efficient event administration that is sustainable without continued funding from OLG, if applicable
 - Proven success in executing events and measuring results
6. OLG will not support employee causes that give rise to a personal conflict of interest as identified in OLG's Code of Conduct and Conflict of Interest Policy. To protect the integrity of OLG, sponsorship requests will not be accepted directly from OLG employees. This does not preclude organizations from submitting requests directly to OLG.
7. Consolidated reporting will be conducted on an annual basis for all sponsorships and partnerships for internal and external reporting purposes by the respective program areas.

Note: Individual program requirements and processes specific to each of the four program areas noted in this Policy (Community & Stakeholder Sponsorships, Commercial Marketing Partnerships, Strategic Business Partnerships and Equity, Diversity & Inclusion Partnerships) are documented by the respective Policy Owners.

RELATED POLICY INSTRUMENTS

- OLG Code of Business Conduct
- Event Ticket Sponsorship Distribution Protocol

- Partnership and Activation Attendance Protocol
- Community & Stakeholder Sponsorships Process
- Commercial Marketing Partnerships Process
- Strategic Business Partnerships Process
- Equity, Diversity & Inclusion Partnerships Process

POLICY OWNER

Jennifer Barban, Director, Community Programs

POLICY APPROVAL

Approver	Date
Alexandra Aguzzi-Barbagli, SVP Brand, Communications & Sustainability	March 31, 2021

REVISION / REVIEW HISTORY

Revision / Review Date	Updated By	Summary of Revision / Review
April 3, 2024	Policy Services & Community Programs	<ul style="list-style-type: none"> ▪ Annual review
September 22, 2022	Policy Services	<ul style="list-style-type: none"> ▪ Updated template