

## Sponsorship Policy – Prairie Region

Prairie Region does not sponsor any individual chamber events. The magnitude of this would be unmanageable. Any new business on Chambers Plan equates into **new chamber memberships**, additional **non-dues revenue for the chambers** and becomes a **great retention tool**. Therefore our sponsorship endeavors will be broader in nature.

The two **criteria** for sponsorships are that the event/project be;

1. **Educational** in nature; and,
2. **Provincial** in scope.

With a sponsorship commitment we will:

1. Request a copy of the “Sponsorship Package or Categories,” choose a category and ensure the benefits offered to other sponsors are offered to Chambers Plan as well.
2. Request 60–90 minutes during the event to give a Chambers Plan presentation to the group.

Prairie Region will concentrate our efforts and resources on:

1. Marketing Chambers Plan to **potential** chamber members in our region;
2. Sponsoring educational speakers for **provincial** events (AB and SK);
3. Providing **bursaries** to chambers with financial challenges, to assist them in attending provincial events; and,
4. Developing innovative and creative marketing strategies and provide chambers with the **collateral material** (at no cost) to adequately assist with marketing Chambers Plan in their area.

Implemented January 1, 2010