

# EVENT SPONSORSHIP HANDBOOK



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# **EVENT SPONSORSHIP HANDBOOK**

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# EVENT SPONSORSHIP HANDBOOK



## PURPOSE

**This handbook outlines ANBL's approach to evaluating requests for sponsorship as it relates to specific event types determined by ANBL.**

The handbook ensures a standard evaluation and assessment process to ensure fairness and transparency in the assessments, and to provide clarity to partners and potential partners regarding the requirements for sponsorship and the expectations of them once their applications have been accepted.

The handbook also supports ANBL in making the most appropriate selections based on budget if applications exceed funds available by establishing clear criteria for applicants.

Pre-established evaluation criteria will be used to determine eligibility for each type of event.

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## HANDBOOK STATEMENT

ANBL has identified four types of events that may be considered for support.

1. **Portfolio Events (with on-site store)**
2. **Portfolio Events (without on-site store)**
3. **Community Events**
4. **Charitable events**

The events defined below have different structures and objectives, and therefore some of the criteria outlined for sponsorship are unique to the specific event types. Participation by ANBL in any event will have a social responsibility component. Events that do not fall into any of the below noted event types will not be considered.

Applications from events that fall into these categories but that do not meet the pre-determined criteria for sponsorship, including submission timelines, will not be considered and must be resubmitted the following year.

## DEFINITIONS

<b>PORTFOLIO</b>	These events are multi-year contractual agreements for the purpose of promoting one or more beverage alcohol categories. Both ANBL and organizers share responsibility of the planning and execution of the overall event including the ANBL on-site store (where applicable) and a variety of educational tasting opportunities.
<b>COMMUNITY</b>	Public events with at least 1000 people, where ANBL can be featured as a good corporate citizen for the promotion of social responsibility.
<b>CHARITABLE</b>	Private or public events with at least 250 people, with the main purpose of promoting and raising funds for an NB registered charity.
<b>SOCIAL RESPONSIBILITY</b>	A self-regulating business model that examines what a company does to make the world a better place and take responsibility for the social impacts of their operations.
<b>IN-STORE MERCHANDISING</b>	Any materials or space used inside or facing outside ANBL locations, bricks and mortar or other channels, used to promote the event or products featured as part of the event or initiative.
<b>SOCIAL MEDIA PROMOTIONS</b>	Any messaging (content or advertisements) used via our digital platforms on ANBL's social media channels used to promote the event or products featured as part of the event or initiative.
<b>BEVERAGE ALCOHOL SUPPLIER</b>	Individuals who represent the beverage alcohol community in the province of New Brunswick, at festivals, events and in retail locations.
<b>EVENT ORGANIZER</b>	The person, or people, responsible for the overall planning and execution of the referenced event.

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LETTER OF TRANSPORT	A letter, created by ANBL's Community Administrator, that outlines specifics about alcoholic beverages entering New Brunswick, from any other Canadian province. This document is required to legally bring alcohol into the province.
MEMORANDUM OF UNDERSTANDING	an agreement between two or more parties outlined in a formal document. It is not legally binding but signals the willingness of the parties to move forward with a contract.
NEW BRUNSWICK CRAFT PRODUCER	A small batch producer of alcohol whose brewery, winery or distillery is rooted in the province of New Brunswick.

## SUPPORT BY EVENT TYPE

### PORTFOLIO EVENTS (WITH ON-SITE STORE)

Portfolio Events are considered an investment in category growth in either the short or long term and have the potential to attract customers from a wider geographic base. ANBL has a pop-up shop on-site at these events and there is a unique value proposition for ANBL. A link to specific guidelines for Portfolio Events (with on-site store) is included later in this handbook.

#### ANBL's sponsorship of portfolio events may include:

- Authorizing a contract that outlines shared responsibility between event organizers and ANBL
- Providing human resources to source products to be featured at the event
- Providing social responsibility funding, requirements and/or execution as agreed to between organizers and ANBL
- Offering participating suppliers, a discount as referred to on the Supplier Discount Form on pre-determined quantities of featured products
- Sponsoring the event by financially contributing directly to the event, to assist with overhead costs associated with executing the event (ie. design/print of tickets, promotional materials, or venue rental)

- Promoting event(s) on ANBL's owned media (i.e. website, social etc)
- Offering the option of selling event tickets in ANBL corporate stores (as agreed upon in the contact)
- Developing and executing marketing and promotions at the on-site store
- Providing translation services
- Managing ANBL resources for the planning and execution of on-site store operations

### PORTFOLIO EVENTS (WITH NO ON-SITE STORE)



Refer to definition of **Portfolio Events** on page 4.

Portfolio Events (with no on-site store) are considered an opportunity for promoting and/or enhancing a pre-determined category for ANBL.

#### ANBL's sponsorship of this type of event may include:

- Sourcing products on behalf of event organizers
- Providing social responsibility funding, requirements and/or execution agreed to between organizers and ANBL

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- Offering participating suppliers', a discount as referred to on the Supplier Discount Form on pre-determined quantities of featured beer products (bottles or cans of domestic or imported products listed at ANBL.) Please note that kegs, product from NB craft alcohol producers from within the Maritimes and all beer / cider from outside the Maritimes are not eligible for a discount
- Supplying Letters of Transport for for any product being featured at the event, from a Canadian province outside of NB
- Event expenses, where funding for event organizers, to assist with costs associated with executing the event (i.e. design/print of tickets, promotional materials, or venue rental)

## COMMUNITY EVENTS

While there may or may not be a charitable component involved in a community event, it is encouraged. ANBL's objective with sponsorship of these events is to provide support to community partners and highlight social responsibility and responsible consumption.

### ANBL sponsorship of this type of event may include:

- Providing social responsibility funding, requirements and/or execution agreed to between organizers and ANBL
- Volunteer recognition
- Direct funding to assist with overhead costs associated with executing the event

 Refer to definition of **Community Events** on page 4.

## CHARITABLE EVENTS

ANBL's objective with sponsorship of this type of event is to help raise awareness and funds for a New Brunswick charity registered with the Canada Revenue Agency (CRA), as well as to highlight social responsibility and responsible consumption.

### ANBL sponsorship of this type of event may include:

- Providing social responsibility funding, requirements and/or execution
- Promotion of the events on ANBL's owned media
- Funding to assist with overhead costs associated with executing the event
- Funding to support the registered charity benefiting from the event
- Letters of Transports for unlisted products being featured at the event, from a Canadian province outside of NB
- Assistance with the recruitment of event volunteers

 Refer to definition of **Charitable Events** on page 4.

## APPLICATION PROCESS & DEADLINES

- Applications are located on [www.anbl.com/ANBLcares](http://www.anbl.com/ANBLcares)
- Applications will only be reviewed when submitted using the official forms provided
- Applications accepted for consideration when submitted by the deadline outlined in the respective event guidelines document
- Application approval will be based on criteria outlined and available funds

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- Approval notification will be finalized according to the schedule outlined in the corresponding event type guideline document

## EVALUATION CRITERIA

Refer to evaluation outlined in respective event guidelines on the following page.

## APPLICABILITY

This handbook applies to New Brunswick (NB) based events for any type of ANBL sponsorship, whether it is monetary or in-kind.

This handbook applies only to applications for New Brunswick events, submitted using the application template provided by the dates outlined in the respective event guidelines document. **See section 10.0.**

If ANBL receives two applications for the same area, timeframe and/or portfolio category, the applications will be reviewed according to the criteria outlined in the corresponding guidelines document. If two applications are still deemed equal after evaluating all the criteria, the selection will be made based on which was submitted first.

Only events that target the demographic audiences of 19+ years, and promote the responsible consumption of beverage alcohol, will be considered.

## GUIDING PRINCIPLES

- Health & Safety
- Compliance and alignment with the ANBL mandate and strategic plan
- Fairness and equity

- Transparency and clarity
- Corporate social responsibility

## DUTIES AND RESPONSIBILITIES

The applicants are responsible for submitting a completed application, using the official template provided, by the required deadline.

The Vice President (VP) Marketing and Communications has the overall accountability for this handbook.

## APPROVALS

- Portfolio events (with on-site store) require authorization from ANBL's President and CEO.
- Portfolio events (with no on-site store) require authorization from the VP Communications and Marketing, upon receiving annual recommendations from ANBL's Public Relations Specialist.
- Community events require authorization from the VP Communications and Marketing, upon receiving annual recommendations from ANBL's Public Relations Specialist.
- Charitable events are authorized by ANBL's Community Business Partner

## PROGRAMS OR PROCEDURES ASSOCIATED WITH THIS HANDBOOK

- Guidelines for portfolio events (without on-site store)
- Guidelines for community events
- Guidelines for charitable events
- Social Responsibility
- ANBL Cares

## FORMS ASSOCIATED WITH THIS HANDBOOK

Online application for event sponsorship.

## REVIEW AND EVALUATION SCHEDULE

This handbook will be reviewed, and applicable changes approved, by the VP Marketing and Communications before the end of Q2 each fiscal.