



Provincial championship sponsorship program



OVERVIEW

- The Provincial Championship Sponsorship Program provides sponsorship grants up to \$500 to Provincial Sport Organizations (PSOs) in return for Official Sponsorship designations and benefits.
- Provincial Sport Organizations must be the recognized governing body for sport in Nova Scotia and a member of Sport Nova Scotia.
- In return for the sponsorship grant, the PSO must provide benefits to the Sport Nova Scotia as identified in Appendix A.
- Sponsorship grants will be awarded four times per year accordingly:

Championship Date	Application Date
January 1 – March 31	November 1
April 1 – June 30	February 1
July 1 – September 30	May 1
October 1 – December 31	August 1

- Allocations will be awarded based on proposed sponsorship benefits (i.e. to the sponsor) and financial need as determined by the event budget (please submit with your application). Priority will be given to organizations demonstrating financial need.
- The Championship must be a PSO Provincial Championship.
- The program will be administered seasonally and promoted to all PSO members of Sport Nova Scotia.
- PSOs may not receive sponsorship funding more than one time per calendar year.

OFFICIAL SPONSORS

Program Objectives

- Assist Provincial Sport Organizations financially.
- Integrate the sponsor’s partnership into Sport Nova Scotia’s member organizations.
- Broaden the sponsor’s awareness and presence in the amateur sport community.
- Enhance PSOs ‘buy-in’ to the strategic partnership and vision of sport and health.



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Appendix a – Provision of benefits

In return for a sponsorship of up to \$500, participating Provincial Sport Organizations must provide the following benefits:

- Identify the sponsor as an Official Sponsor of the PSO's Major Provincial Championship.
- Obtain approval from the Sponsor on any and all uses of the Sponsor's logo.
- Not associate with any company that could potentially represent a conflict with the sponsor; The sponsor can veto any sponsorship, at their discretion.
- Provide the sponsor with the right to use the Provincial Sport Organization's logo in advertising and promotion.
- Provide an opportunity for a sponsor representative to participate in the Championship's opening and/or closing ceremonies (i.e. speaking opportunity, award presentation opportunity).
- Provide the Sponsor with the opportunity to position a promotional 3'x10' banner at the Championship site. The banner must be positioned in a high profile area.
- Recognize the Sponsor (with logo and web site identification) on all materials and communications related to the Championship (e.g. letterhead, programs, posters, web site, banners).
- Provide a detailed report to Sport Nova Scotia detailing the sponsorship benefits to the sponsor with samples of all reciprocation (e.g. photos, sample newsletter).



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APPLICATION FORM

Championship Title: _____

Date: _____

Location: _____

Provincial Sport Organization:

Contact Name: _____

PSO Position: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Event budget attached? Yes No

Please briefly outline (bullet form) the sponsorship benefits that will be provided:

Signature: _____ Date: _____

Please submit applications to:

Sport Nova Scotia
5516 Spring Garden Road, 4th
Floor
Halifax, Nova Scotia B3J 1G6
Fax: 902.425.506