

## Welcome to the Bruce Power Sponsorship Program

### Application Guidelines for Funding for your Organization or Event

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Bruce Power believes in being an active partner within our community and supports initiatives that focus on environmental stewardship, health and wellness, youth development, minimizing environmental impacts and engaging our employees more fully in the important mission of social responsibility.

We set a priority to fund projects and programs that operate and/or benefit the communities in Grey, Bruce, and Huron counties.

[Click here](#) for a preview of the questions you'll find in the application.

### Key Funding Objectives

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Bruce Power's community investments and sponsorships are focused on funding key objectives with several specific focus areas.

**Health and Wellness** - To promote safety awareness, safety programs, health issues and concerns. Focus areas include community and workplace safety initiatives, injury prevention, family shelters, and health and human service organizations near the Bruce Power site.

**Youth Development** - To promote programs that broaden opportunities and strengthen skills in areas such as engineering, science and technology as well as education and training.

**Community & Employee Engagement** - To support organizations and causes in the communities where staff live and work. Helping employees become personally involved in community projects and events like food banks, health organizations, arts and cultural groups.

### Special Focus Areas

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In addition to our key objectives, we also look for opportunities that have areas of focus that are important and impactful to our community and our operations.

**Environment** - Partnerships that promote sustainable development and energy efficiency.

**Indigenous Initiatives** - Programs that support community, training, youth development, cultural, recreational and educational initiatives, and the health and wellness of Indigenous people.

**Military Families & Veterans** - Causes that celebrate and support the sacrifices of veterans and the members of Canada's military and their families.

In each of these focus areas, there are organizations and individuals doing amazing things in our community. We choose to support them by using a clear selection process. Groups submit a thorough application outlining their needs and our Sponsorship Committee provides grants based on a set of approved criteria.

### Funding Exceptions

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Funding is not generally provided for the following:

- Political parties, ridings, associations and candidates
- Staff wages
- Religious organizations
- Professional sports organizations, sports clubs and local teams/individuals
- Individuals, except for the recipients of scholarships, fellowships, grants, awards and

- internships
- Third-party fundraising initiatives
- Trips or tours
- Conferences, except for those that fall within the primary guidelines and are open to the public
- Any profit-driven organization
- Core funding for any organization
- Organizations that discriminate in any way against any race, gender, ethnicity or sexual orientation

## Organization Details

\* Required Fields

* Organization Name	Municipality of Brockton
* Organization Address	100 Scott street W
* City	Walkerton
* Province	Ontario
* Postal Code	N0G 2V0
Organization Website	www.brockton.ca
* Business model	Not for Profit
* Contact First Name	Trish
* Contact Last Name	Serratore
* Contact Job Title	Chief Financial Officer
* Contact Phone	519-881-2223
* Contact Email	tserratore@brockton.ca

## Event/Project/Initiative Information

* Project/Initiative/Event Title	Brockton Community Active
* Event/project start date:	04/01/2021
* Event/Project end date:	21/03/2021
* Sponsorship category	Community
* Sponsorship type	Walk/Run/Bike
* Purpose of event/initiative/project:	Other
* Donation level requested	Large - \$5,000+

* Amount Requested	<input type="text" value="CAD15,000.00"/>
Only numeric values are accepted	
* Are you requesting a multi-year partnership?	<input type="text" value="No"/>
* What is the total anticipated cost of the program/project/event for which you are requesting sponsorship?	<input type="text" value="20,000"/>
* What will the money specifically be used for?	<input type="text" value="Equipment/Supplies/Rentals"/>
* Are you requesting an item donation?	<input type="text" value="No"/>
* Are there opportunities to participate on your board?	<input type="text" value="Yes"/>
* Are there volunteer opportunities available within your organization or at the event?	<input type="text" value="Yes"/>
* How many volunteers will be involved in your event/project?	<input type="text" value="15"/>
* Has Bruce Power funded this project/group in the past?	<input type="text" value="Yes"/>
* For how many years has Bruce Power been sponsoring your event/project?	<input type="text" value="Bruce Power Regional Soccer Park"/>
* How many other sponsors have you secured?	<input type="text" value="1-3"/>
* Please list other sponsors.	<input type="text" value="Kinsmen Club"/>
* Will your event/project/initiative positively impact:	<input checked="" type="checkbox"/> Bruce County <input checked="" type="checkbox"/> Grey County <input type="checkbox"/> GTA <input checked="" type="checkbox"/> Huron County <input type="checkbox"/> Middlesex County <input type="checkbox"/> Nawash First Nation <input type="checkbox"/> Perth County <input type="checkbox"/> Saugeen First Nation <input type="checkbox"/> Simcoe County <input type="checkbox"/> Other <input type="checkbox"/> None of the above

## General Questions

Select your best answer for each section. A question you have already answered, for statistical reasons, could be asked again, for evaluation purposes.

\*How will Bruce Power be recognized?

- ☒ Advertising (print)
- ☒ Media recognition
- ☒ Media release
- ☒ Online logo placement
- ☒ Signage
- ☐ Speaker
- ☐ Tickets
- ☐ Other

\*Advertising (print) - Who will produce the ad?

- ☐ Bruce Power will produce the ad
- ☒ Event organizer will produce the ad

\*Media recognition - Through which channels?

- ☒ Social media
- ☒ Hardcopy
- ☐ Radio

\*Online logo placement - Tell us how it will be placed (eg. poster, program, t-shirts, etc.)

Social media posts, municipal webpages, news release to subscribers

\*Signage - How many banners may we send to you?

3

\*How many people will benefit from your event/project/initiative?

5,000

\*How many fundraising events do you hold a year?

- ☒ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

\*Please select all sponsorship categories that apply.

- ☐ Agriculture
- ☐ Arts
- ☒ Culture
- ☐ Environmental Awareness
- ☐ Environmental Stewardship
- ☐ Festival/Fair/Parade
- ☐ Food Bank
- ☐ Fundraising event
- ☐ Golf Tournament
- ☐ Hospital Campaign
- ☒ Mental Health
- ☒ Safety

- ☐ Scholarships/Education awards
- ☐ Sporting/Athletic Competition/Race
- ☐ STEM
- ☒ Walk/Run/Ride
- ☐ None of the above

\*How much planning lead time is being provided?

- ☐ Our event/project will be held in 3 months or more
- ☐ Our event/project will be held in less than 3 months
- ☒ Our event/project will be held in less than 6 weeks

\*What is your history?

- ☐ Our event/project has been produced for 25 years or more
- ☐ Our event/project has been produced for 10 years or more
- ☐ Our event/project has been produced for 5 years or more
- ☐ Our event/project has been produced for 2 years or more
- ☒ Our event/project has been produced for less than 2 years

\*How well known is your event/project in your community?

- ☐ Our event/project is very well-known in the local community
- ☐ Our event/project has some public awareness in the local community
- ☒ Our event/project is not known in the local community because it is new or for other reasons

\*What is the scope of your event/project?

- ☐ International
- ☐ National / Inter-provincial
- ☐ Provincial
- ☐ Regional
- ☒ Local

\*Does your event/project directly embrace environmental stewardship?

(Select all that apply)

- ☐ We focus on environmental public education awareness (eg. school programs)
- ☒ We focus on energy efficiency initiatives
- ☒ We engage in resource conservation initiatives (eg. recycling)
- ☒ We support wildlife and habitat protection (eg. nature sanctuary)
- ☒ We have integrated environmentally conscious values in our project operations
- ☐ N/A

\*Does your event/project target any of the followings groups?

(Select all that apply)

- ☐ Aboriginal people/communities
- ☒ Youth
- ☒ Families
- ☐ At-risk groups
- ☐ None of the above

\*At the requested level, how exclusive would Bruce Power's sponsorship be?

- ☐ 1 or less

- ☒ Between 2 and 5
- ☐ More than 6

\*Identify the promotional opportunities where Bruce Power's brand will be visible.

(Select all that apply)

- ☐ TV
- ☐ Radio
- ☒ Print (eg. newspaper, magazine, etc.)
- ☒ Outdoor (eg. billboards, posters, etc.)
- ☒ Stand-alone on-site signage (eg. 8'x3' banner provided by Bruce Power)
- ☒ Inclusive on-site signage (eg. signage where Bruce Power's logo is included among multiple logos)
- ☒ Website
- ☐ Clothing (eg. volunteer t-shirt)
- ☐ Promotional materials (eg. program, brochure, tickets, annual report, etc.)
- ☐ Other brand visibility
- ☐ Bruce Power's brand will not be visible

\*What is your direct reach?

(eg. the total number of people who will DIRECTLY be informed of or benefit from Bruce Power's sponsorship - such as participants, attendees, spectators, etc.)

- ☒ 5,000 or more
- ☐ 1,000 - 4,999
- ☐ 500 - 999
- ☐ 100 - 499
- ☐ 50 - 99
- ☐ 1 - 49

\*Will you promote Bruce Power's sponsorship of your event/project through social media?

- ☒ Yes
- ☐ No

\*What is your on-line reach?

54,000

## Comments

Please use the space below to include any additional information.

Brockton Community Active is a initiative of the Municipality of Brockton in 2021 to further develop and enhance key parks and recreation spaces and facilities within Walkerton to provide residents, businesses and visitors alike more active living opportunities in all seasons to help people manage their physical and mental health during the COVID-19 (Coronavirus) pandemic and beyond.

For this Winter Active application, the Municipality looks to develop and offer a skating trail within Lobies Park and Campground as an outdoor winter activity. To facilitate this Brockton is seeking additional financial support for grooming and flooding equipment, equipment rentals, purchase of outdoor lighting and provision of an upgraded information kiosk/gate house building in the amount of \$15,000.00.

Each year the Walkerton Kinsmen Club partners with Brockton Parks and Recreation Department in offering volunteer support and donates funds to support trails development within Walkerton. This new winter project/program is expected to provide for a 400m skating trail on internal roads and trails within Lobies Park and Campground offering daytime and evening skating from January into March weather

permitting, where people of all ages and abilities can exercise in a socially distanced responsible manner in a beautiful outdoor natural setting.

See attached Park Map. Also see following link for sample of skating trails throughout Ontario - you will notice there are not many local opportunities in the Bruce/Grey/Huron County areas.  
<https://www.todocanada.ca/coolest-outdoor-skating-trails-ontario/>

Please use the tool below to attach any pertinent documents (i.e.: sponsorship benefits, sponsorship levels, sponsorship overview) that can help us best understand your event. You can upload up to 5 files for a total of 10MB. These files can be either images (JPEG, GIF or PNG), Microsoft Word, Microsoft Excel, Microsoft Powerpoint, PDF, plain text, video or audio files.

Document
Lobies campground trails road.jpg (1004 KB)
Lobies gatehouse.jpg (1 MB)
Lobies-Park-Map.pdf (706 KB)
Upgraded Information Kiosk Gate House 10x16.jpg (539 KB)

Thank you for taking the time to improve our business relations.

## Review and submit

Your summary is now ready. You may review or print it before submitting by clicking the link above. To edit your document, please use the Previous button on this page. Please note that you will not be able to make any changes once you submit your request. Do not forget to click on the Submit button below.