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## 1. PREAMBLE

In keeping with the spirit of the *Act respecting occupational health and safety* (AOHS) and the *Act respecting industrial accidents and occupational diseases* (AIAOD), the IRSST's mission is:

To contribute to workers' health and safety through research, its laboratories' expertise, and knowledge dissemination and transfer, with a view to promoting prevention and sustainable return to work.

By implementing its Policy for Awarding Sponsorships, the IRSST seeks primarily to provide a framework for and harmonize the establishment of visibility agreements that help it achieve its mission. This policy takes into account the Institute's strategic planning objectives and is part of a proactive approach to communications. The IRSST does not make donations.

## 2. RESPONSIBILITIES

- The Policy for Awarding Sponsorships was adopted by the IRSST's Board of Directors.
- Management of the policy falls under the Communications, Strategic Watch and Knowledge Mobilization Division (CWMD), which is responsible for disseminating, ensuring adherence to and updating the policy.
- The CWMD is responsible for reviewing all sponsorship requests, negotiating agreements, following up on projects and carrying out an annual assessment of sponsorship activities.
- The CWMD may also undertake proactive canvassing in order to identify visibility opportunities and establish sponsorship agreements.
- Based on the CWMD's recommendations, the president-CEO of the IRSST authorizes the payment of dollar amounts for the sponsorships.
- The CWMD reports to the president-CEO regarding the management of sponsorship requests.

## 3. BUDGET

A sponsorship budget envelope totalling \$10,000 is set aside annually. Once this annual amount of \$10,000 is depleted, the IRSST is no longer able to respond favourably to sponsorship requests. The amounts allocated for sponsorships are administered by the CWMD, based on the requests made.

The IRSST ensures sound management of the budget allocation for sponsorships by accepting only requests that meet the eligibility criteria pertaining to the Institute's mission and that adhere to the request management process outlined in this policy. Requests are processed in chronological order by date of receipt. The IRSST reserves the right to accept or refuse any sponsorship request, even if the request meets the eligibility criteria.



The selected partners' proposals must be congruent with the IRSST's mission. They must in no way detract from the Institute's reputation or convey an image contrary to the principles it upholds.

## 4. DEFINITIONS

### Sponsorship

Financial support given to an organization, event or activity in return for obtaining visibility or a platform for disseminating content related to the IRSST's mission.

#### This policy covers different types of sponsorship:

- *Cause sponsorship*: platform for communicating messages related to the IRSST's mission;
- *Event sponsorship*: events such as colloquia, conferences, fairs and exhibitions offered in collaboration with private or public partners and that make it possible to reach the IRSST's various clientele;
- *Media sponsorship*: production of a radio or television program, newspaper or magazine article, Web site or other, related to the IRSST's mission;
- *Product sponsorship*: production of a book or other types of publications, a column or any other means or tools aimed at participation in content related to occupational health and safety research.

## 5. GUIDING PRINCIPLES

- Sponsorships are awarded following a review of the pertinence of the requests, and in accordance with the criteria defined in this policy and with budget availability.
- Requests are managed with transparency, consistency and fairness.
- Each sponsorship is the subject of a visibility agreement that includes a provision regarding sponsor accountability.
- No sponsorship is renewed automatically; any request for renewal is subject to a new review.
- A sponsorship awarded to an organization in a given activity sector in no way commits the IRSST to supporting other organizations operating in the same sector.



## 6. SPECIFIC CRITERIA

Sponsorships are awarded on the basis of the following specific criteria:

### a) Eligibility criteria:

The proposal must:

- align with the IRSST's mission, strategic plan and values;
- foster the promotion and understanding of occupational health and safety research;
- contribute to the transfer of knowledge in the field of occupational health and safety research;
- provide visibility for the IRSST's research results or its personnel;
- provide visibility for the new generation of scientists in the field of occupational health and safety research;
- serve to raise awareness about the importance of workplace management of occupational health and safety;
- help ensure that the visibility components or projects/activities of the requesting organization make it possible to reach the IRSST's target clientele; and
- help the IRSST derive positive benefits proportionate to the amount awarded for the sponsorship.

The requesting organization must:

- have a good reputation.

### b) Exclusion criteria:

Sponsorships are not awarded to:

- organizations promoting a political or religious cause; or
- organizations whose activities are polemical or controversial in nature.

## 7. PROCESS FOR MANAGING SPONSORSHIP REQUESTS

The request management process includes the following steps:

1. Submission of the request



2. Review of its pertinence, negotiations and recommendation
3. Reply to the requesting organization
4. Follow-up of the agreement and accountability (if applicable).

### 7.1 Submission of the Request

- All sponsorship requests must be submitted for review within at least sixty (60) days prior to the rollout of a visibility plan.
- The organization must send the request by email to [communications@irsst.qc.ca](mailto:communications@irsst.qc.ca) or by regular mail to 505, Boul. De Maisonneuve Ouest, Montréal, Québec H3A 3C2. An acknowledgement of receipt will be sent as soon as the request has been received.
- To improve efficiency and the request turnaround time, the requesting organization must provide:
  - a description of the organization and the project related to the request;
  - a detailed visibility plan with the range of possibilities and the relevant amounts;
  - details on the target clientele and the number of people that will be reached;
  - for event-related requests, details on the following: place, date, program, guests of honour, etc.; and
  - a list of the other sponsors and partners related to the request so that the IRSST can analyze compatibility.

### 7.2 Review of the Pertinence, Negotiations and Recommendation

- Requests are reviewed in light of the specific eligibility criteria and exclusion criteria set forth in this policy.
- The CWMD may request any additional information needed to complete its review and make its recommendation; this could have an impact on the request turnaround time.
- The CWMD reserves the right to negotiate the amount to be paid or the visibility plan proposed in the sponsorship request.

### 7.3 Reply to the Requesting Organization

A written reply will be sent to the requesting organization stating the IRSST's decision, within a reasonable timeframe.

### 7.4 Follow-up of the Agreement and Accountability

- A formal agreement will be drawn up and signed by the parties.
- Upon receipt of the invoice from a selected organization, the IRSST shall issue the agreed-upon payment;
- The selected organization must provide the following within the timeframes specified in the agreement:



1. the detailed visibility plan in accordance with the agreement signed;
2. all supporting documents or evidence of dissemination related to the agreement; and
3. any additional information required by the IRSST to complete its final review report.

## **8. PROACTIVE MANAGEMENT OF SPONSORSHIPS**

The IRSST may also solicit an organization itself to obtain a visibility plan with a view to sponsoring a project that offers the Institute a good opportunity in the context of its mission. The subsequent steps will then be the same as for the processing of sponsorship requests, i.e. review of the pertinence, negotiations, recommendation, follow-up of the agreement and accountability.

## **9. EFFECTIVE DATE**

This policy takes effect on November 14, 2019, the date on which it was adopted by the Board of Directors, and replaces any prior versions. The policy shall be reviewed every five (5) years. This policy is publicly available on the IRSST's Web site at the following address:  
<https://www.irsst.gc.ca/en/institute/organization/policies>.