

EVENT SPONSORSHIP HANDBOOK



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EVENT SPONSORSHIP HANDBOOK

Purpose	3
Guiding Principles	4
Handbook Statement	4
Definitions	4-5
Support by Event Types	5-6
Applicability	6
Duties and Responsibilities	7
Programs or Procedures Associated with this Handbook	7
Review and Evaluation Schedule	7
Portfolio Events	8
Community/Contact	9

EVENT SPONSORSHIP HANDBOOK



PURPOSE

This handbook outlines ANBL's approach to evaluating requests for sponsorship as it relates to New Brunswick 19+ events determined by ANBL.

The handbook ensures a standard evaluation and assessment process to ensure fairness and transparency and provides clarity to partners, and potential partners, regarding the requirements for sponsorship and the expectations of them should their applications be accepted.

The handbook also supports ANBL in making the most appropriate selections 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 application.

EVENT SPONSORSHIP HANDBOOK

GUIDING PRINCIPLES

The development and maintenance of this handbook will be grounded in the following principles:

- Corporate social responsibility
- Health and safety
- Compliance and alignment with ANBL's mandate and strategic plan
- Category and industry growth strategies (where applicable)
- Fairness and equity
- Transparency and clarity

HANDBOOK STATEMENT

ANBL has identified two types of events that may be considered for support: Portfolio Events and Community Events.

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

Applications that fall into one of these categories but do not meet the pre-determined criteria for sponsorship, including submission timelines, may not be considered and may be re-submitted for the following year.

DEFINITIONS

PORTFOLIO EVENTS	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 (when applicable) and a variety of educational tasting opportunities.
COMMUNITY EVENTS	Public 19+ events where alcohol is served with at least 1,000 people, where ANBL can be featured as a good corporate citizen for the promotion of social responsibility.
SOCIAL RESPONSIBILITY	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.

EVENT SPONSORSHIP HANDBOOK

IN-STORE MERCHANDISING	Any materials or space used inside or facing outside ANBL locations, brick and mortar or other channels, used to promote the event or products featured as part of the event or initiative.
BEVERAGE ALCOHOL SUPPLIER	Individuals who represent the beverage alcohol community in the province of New Brunswick, at festivals, events and in retail locations.
EVENT ORGANIZER	The person, or people, responsible for the overall planning and execution of the referenced event.
SPECIAL ORDER	The process followed to import products into New Brunswick that are not currently available.
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 ALCOHOL PRODUCER	A small batch producer of alcohol whose brewery, winery or distillery is located in the province of New Brunswick.

SUPPORT BY EVENT TYPE

PORTFOLIO EVENTS

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 may have a pop-up shop on-site at these events and there is a unique value proposition for ANBL. Specific guidelines for Portfolio Events are 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 Safe Ride 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
- Developing and executing marketing and promotions at the pop up store, if there is one
- Managing ANBL resources for the planning and execution of on-site store operations, if applicable.
- Providing translation services
- Based on available resources, additional ANBL support may be available

EVENT SPONSORSHIP HANDBOOK

COMMUNITY EVENTS

ANBL's objective with sponsorship of these public 19+ events where alcohol is served, with an audience of 1000+ patrons, is to highlight responsible consumption and social responsibility through the ANBL Safe Ride program.

ANBL sponsorship of this type of event may include:

- Providing social responsibility funding for the Safe Ride program, requirements and/or execution agreed to between organizers and ANBL

APPLICATION PROCESS & DEADLINES

- Applications may be submitted using a proposal that includes
 - What form of transportation event organizers plan to use for their Safe Ride option (ie – shuttle bus, taxi chits, etc.)
 - What investment is required in order to be listed as the event Safe Ride sponsor
 - What recognition ANBL will receive in exchange for the requested sponsorship amount
 - What on site activation opportunities are available for the promotion of ANBL Safe Ride
 - Confirmation that the chosen Safe Ride transportation will be offered to event patrons free of charge
 - Confirmation that event organizers assume liability of Safe Ride transportation
- How many event passes / tickets ANBL would receive as the event Safe Ride sponsor

- Applications for 2024 events are due October 31, 2023.
 - Applications received after that date may or may not be considered, based on budget and resource availability
 - If not all information is available about the event in time for this deadline, it is strongly recommended that the application still be submitted by the deadline. Additional information can be added later.
- Application approval will be based on criteria outlined and available funds
- Approval notification will be finalized according to the event agreements

APPLICABILITY

This handbook applies only to New Brunswick based 19+ events for any type of ANBL sponsorship, submitted using the application template provided by the dates outlined in the respective event guidelines document.

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 of age and older and promote the responsible consumption of beverage alcohol will be considered.

EVENT SPONSORSHIP HANDBOOK

DUTIES AND RESPONSIBILITIES

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

The VP Communications & Marketing has the overall accountability for this handbook.

ANBL reserves the right to decline event sponsorship based off of past event outcomes.

PROGRAMS OR PROCEDURES ASSOCIATED WITH THIS HANDBOOK

- ANBL Portfolio Event Guidelines
- ANBL Community Event Guidelines
- Social Responsibility
- Serving guidelines.

REVIEW AND EVALUATION SCHEDULE

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

- Sponsorship applications are received, reviewed and evaluated in October/November.
- Sponsorship budgets are approved in December/January.
- Sponsorship confirmations are completed in February.

EVENT SPONSORSHIP HANDBOOK

PORTFOLIO EVENTS

Sponsorship consideration will be based on meeting the following minimum criteria:

1

Apply for sponsorship
via email to community@anbl.com

2

Corporate Social Responsibility (CSR)
department verifies that it meets all criteria

CRITERIA

- Must be an event in New Brunswick that features an alcohol component in the form of on-site sampling
- Must be a minimum of 1,000 people in attendance
- Must not be on the same weekend, in the same community, as another ANBL sponsored event

ANBL is responsible for all products imported into the province of New Brunswick. If the event features a product that is not listed within NB, the special order process may be utilized when possible and approved. Please email specialordering@anbl.com to start the process at minimum 12 weeks prior to the event for applicable domestically sourced products. Products that are approved by ANBL to direct deliver in NB can be delivered direct to the event.

Please review our Product Lifecycle Management (PLM) Manual [here](#) for more information.

ANBL reserves the right to request confirmation of how the funds will be used, or proof of sponsorship spending.

ANBL may not be able to approve all requests. Sponsorship will be based on several factors including, but not limited to; budget; anticipated number of attendees; history of ANBL's

support of the event; year to date investment in a specific product category and/or region of NB and the overall scoring of the event application.

Details surrounding sampling quantities for educational trial and the logistics of those samples will be detailed in event contracts.

These guidelines are reviewed annually.

EVENT SPONSORSHIP HANDBOOK

COMMUNITY

1

Apply for sponsorship via email to community@anbl.com

2

Corporate Social Responsibility (CSR) department verifies that it meets all criteria

Sponsorship consideration will be based on meeting the following minimum criteria:

- Must be an event in New Brunswick that features an alcohol component in the form of a tasting, on site-bar or any other component approved by ANBL.
- Must be a minimum of 1000 people in attendance.
- Must not be on the same weekend, in the same community, as another ANBL sponsored event.

If approved, ANBL will provide organizers with social responsibility funding, requirements and/or execution agreed to between organizers and ANBL.

ANBL reserves the right to request confirmation of how the funds will be use, or proof of sponsorship spending.

Due to budget constraints ANBL may not be able to approve all requests. Sponsorship will be based on several factors including, but not limited to; budget; anticipated number of attendees; history of ANBL's support of the event; year to date investment in a specific product category and/or region of NB.

In the case of a tie between two applications in the same region and within a month of one another, when ANBL is only able to sponsor one applicant, preference will be given to the

applicant that has been hosting their event for the longest time. If both events started in the same year, sponsorship would go to the event with the greatest anticipated impact (ie. number of patrons in attendance, number of patrons using Safe Ride option, and/or amount of money generated for a benefiting charity/charities). If all factors are still equal, applications would be approved on a "first come first serve" basis.

These guidelines are reviewed annually.

CONTACT

For more information please contact community@anbl.com