



**2023–2026**

**Manitoba Liquor & Lotteries  
Sponsorship Program Manual**

**MANITOBA  
LIQUOR  
& LOTTERIES**



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**Note:** SMB has a privacy policy that protects personal information. Any personal information requested on this application will only be used for the administration of SMB Sport Development Grant Program. Applicable information including region, sport, and total grant amount may be provided publicly for reporting purposes.

## 1 – DESCRIPTION OF THE PROGRAM

### Purpose

Sport Manitoba (SMB) is excited to partner with Manitoba Liquor and Lotteries Corporation (MBLL) on a 3-year agreement beginning September 1, 2023, and ending August 31, 2026. This arrangement includes a substantial new financial contribution for the development of amateur sport in the province of Manitoba.

Funding for amateur sport in Manitoba has been stagnant for more than a decade, which has presented various difficulties and challenges for the sport community. In addition to financial challenges, amateur sport faces several other challenges:

- Volunteerism has been declining and the pandemic accelerated the issue.
  - Coaches, officials, governance, and event volunteers are badly needed.
  - Building the next generation of volunteer sport leaders is a key focus.
- Instances of maltreatment continue to arise, which also leads to negative media attention.
- Limited resources for PSOs to work on sport development.
- Corporate partnerships are more and more challenging to develop and retain.

## 2 – PROGRAM OBJECTIVES

The sport community will benefit from MBLL's new targeted financial commitment as it works to address these issues and reverse these trends. This agreement targets 4 key objectives:

- Safeguarding Sport
- Coach, Official, and Volunteer Recruitment, Mentorship, and Retention
- Provincial Sport Organization (PSO) and member Development
- 18+ Event, Program, or League Initiative

## DESIRED OUTCOMES

The main outcomes desired by the MBLL Program are:

- Objective #1 – Safeguarding Sport
  - **Respect in Sport (Ris):** Achieve the goal of having 100% of coaches certified or recertified in Respect in Sport.
  - **Coach Screening:** The goal is to see more PSOs implementing screening policies and more coaches undergoing that process.
- Objective #2 – Coach, Official, and Volunteer Recruitment, Training and Retention
  - **Officials Certification and Training:** To retain these essential participants and recruit new ones.
  - **Manitoba Games Coach and Official Development:** To recruit, train, and mentor coaches and officials in and around rural host communities.
  - **Delivery of Coach Education:** To increase access to NCCP courses to train more coaches.
  - **Enhanced Coach Employment:** Add a Tier 3 program to Sport Manitoba's current coaching engagement program to develop and retain more professional coaches in Manitoba.
- Objective #3 – PSO Development
  - **PSO Capacity Building:** Improve leadership, communication, organizational health, and development through assistance with policy and planning.
  - **Rural Sport Development:** Increase access and opportunity for athletes in rural Manitoba to create positive relationships with physical activity and to move more Manitobans through sport.
- Objective #4 – 18+ Event, Program, or League Initiative
  - Assist with operating costs and provide recognition and exposure for the support MBLL provides.

**Note:** The MBLL Program funding will be open intake throughout the year, with the MBLL fiscal year being September 1st – August 31st. If SMB has no remaining funding for a specific program, the program application form will be CLOSED, and will reopen on September 1st of the following year.

## 3 – Safeguarding Sport

### Program #1 – Respect in Sport

#### Description

SMB is proactive in ensuring Manitoba sports are safe and welcoming for all participants. Respect in Sport (RIS) helps us promote those values through a simple and convenient online training course for coaches and sport leaders.

With the additional funding from MBLL, SMB Coaching will be able to provide better support towards the goal of having a 100% completion level of RiS coaching certification in Manitoba. SMB Coaching will offer additional support to PSOs and their members to ensure their list of active coaches is up to date.

#### Eligibility

All Manitoba Coaches are eligible. Training will remain free of charge for all Manitoba coaches.

All PSOs are eligible. Sport Manitoba Coaching will now provide services to PSOs to assist with confirming accurate data in the Respect in Sport database. Please contact Sport Manitoba Coaching to access this service.

#### How to access the program

To access and complete the Respect in Sport program and certification, please visit our [Website](#), and use the buttons to access the program appropriate for you.

#### Visibility & Reporting Requirements

- Sport Manitoba will collect RiS data during the IFF process.
- MBLL logo will be added to the RiS platform and SMB RiS webpage with the accompanying message “Special thanks to Manitoba Liquor & Lotteries for their support in covering costs for Respect in Sport certification for our coaches”.
- PSOs will share this message on their social media platforms 1x annually “Special thanks to Manitoba Liquor & Lotteries for their support in covering costs for Respect in Sport certification for our coaches” and send a screenshot from each platform to Sport Manitoba’s Project Coordinator
- Total # of coaches currently certified, new certifications and recertifications by year.

## Program #2 – Coach Screening

### **Description**

SMB understands that screening coaches is a vital part of providing a safe sporting environment. SMB is responsible, by law, to do everything reasonable to provide a safe and secure environment for participants in its programs, activities, and events.

Through additional funding from MBL, SMB Coaching will be able to assist PSOs and their members to help them create and implement a screening policy with the aim of seeing every PSO with a screening policy by April 2025.

### **Visibility & Reporting Requirements**

- Sport Manitoba will collect coach screening data during the IFF process.
- Sport Manitoba and PSOs must place the MBL logo within their coaching information/webpage with the accompanying message: "Coach Respect in Sport certification and screening proudly supported by Manitoba Liquor & Lotteries."
- PSOs must send Sport Manitoba's Project Coordinator a link to the webpage where the logo and message are located.

## 4 – Coach, Official, & Volunteer Recruitment, Training & Retention

### Program #3 – Official Training & Certification

#### **Description**

SMB Coaching offers grants to community-level officials to reduce barriers to training and evaluation, providing financial assistance for certification courses, professional development opportunities, and on-site/in-competition mentorship.

With additional funding from MBLL, SMB Coaching will increase its support for this program and help more officials enter and remain in the world of officiating.

#### **Eligibility**

All Manitoba officials must be a member or recognized by their Provincial Sport Organization to receive an official assistance grant.

#### **How to apply**

To apply for the Official Assistance Grant, please click [Here](#).

#### **Visibility & Reporting Requirements**

- Sports with officials cards will add the MBLL logo to the card and send a digital copy of the card to Sport Manitoba's Project Coordinator.
- SMB and PSOs must place the MBLL logo within their officiating information webpage with the accompanying message: "Officials training, certification and mentorship proudly supported by Manitoba Liquor & Lotteries."
- PSOs must send Sport Manitoba's Project Coordinator a link to the webpage where the logo and message are located.
- Number of officials applications, and sport, rural, and official demographics from SMB Coaching.

## Program #4 – Manitoba Games Coaches & Officials Development

### Description

MBLL and SMB are partnering to enhance sport development in the Manitoba Games host region in preparation for the Games.

This program is intended to develop coaches, officials, and volunteers in the Manitoba Games host region.

Examples of eligible projects: clinic or training of officials and coaches in the host region, pre-event, or mock meet to give experience to new officials, coaches, officials, or volunteer conference/symposium in the host region, etc.

**Note:** Please apply for funding AT LEAST 7 days prior to your event/clinic/program. Failure to do so may result in the ability to secure funding.

### Eligibility

#### Year 1 – 2023-2024

1. **Criteria:** Only Summer PSOs participating in the 2024 Manitoba Games can apply. Only projects that target coaches, officials, and/or volunteers' development in the West region will be eligible. Funding will be decided on a case by case basis.

#### Year 2 – 2024-2025

1. **Criteria:** Only Winter PSOs participating in the 2026 Manitoba Games can apply. Only projects that target coaches, officials, and/or volunteers' development in the host region will be eligible. Funding will be decided on a case by case basis.

#### Year 3 – 2025-2026

1. **Criteria:** Only Winter PSOs participating in the 2026 Manitoba Games can apply. Only projects that target coaches, officials, and/or volunteers' development in the host region will be eligible. Funding will be decided on a case by case basis.
2. **Form:** To apply, please use this [Form](#).  
\*You can find the questions on the form in [Appendix B](#)\*  
**Post-Event Report:** To complete a report, please use this [Form](#).



### **Visibility & Reporting Requirements**

- The PSO will share this message on their social media platforms at least 1x during their session “Special thanks to Manitoba Liquor & Lotteries for their support of our Coach and Officials Development session in (host location)”
- A sponsorship kit including roll-up banners, feather flags, table cloth, table posters, and lanyards will be provided by SMB to the PSO who must display the applicable recognition items at their event and submit photos of the recognition items.
- All event materials developed by PSO including but not limited to handouts, presentations and posters must include MBLL logo recognition.
- Submission of a Post-Event Report after the event/program has concluded.
- Number of training sessions and number of coaches/officials participants by sport and location.

## **Program #5 – Coach Education**

### **Description**

SMB Coaching offers grants to community-level coaches to reduce barriers to training and evaluation, providing financial assistance for certification courses, travel, and professional development opportunities.

With additional funding from MBLL, SMB Coaching will increase its support for this program and help more coaches enter the world of coaching by receiving training and/or certification.

### **Eligibility**

All Manitoba coaches must have an active Respect in Sport certification and be a member of their Provincial Sport Organization to receive a coach assistance grant. To complete Respect in Sport or locate your Respect in Sport certification number, visit our [Website](#).

### **How to apply**

To apply for the Coach Assistance Grant, please click [Here](#).

### **Visibility & Reporting Requirements**

- Sports who have a coaching card will add the MBLL logo to the coaching card and send a digital image of the card to Sport Manitoba’s Project Coordinator.
- SMB and PSOs must place the MBLL logo within their coaching information webpage with the accompanying message: “Coaches training, certification and mentorship proudly supported by Manitoba Liquor & Lotteries.”
- All SMB multi-sport NCCP Coach Developers will receive co-branded SMB Coaching & MBLL apparel. SMB must capture pictures of the coach developer wearing the apparel and send it to Sport Manitoba’s Project Coordinator.
- Number of coach applications, and sport, rural, and coach demographics.

## Program #6 – Enhanced Coach Employment

### **Description**

SMB Coaching supports PSOs who hire high performance coaches. Employed coaches dedicated to developing athletes and mentoring other coaches improve performance and increase the pool of athletes and coaches at the provincial level. We need to develop more full-time coaches for the benefit of the entire sport system.

With additional funding from MBLL, SMB Coaching will be able to increase its support for the actual program and expand the program to add a Tier 3 category.

### **Eligibility**

Please contact Susan Lambou at Sport Manitoba Coaching for the program details.

### **Visibility & Reporting Requirements**

- Coaches receiving support from the Tier program will receive co-branded SMB Coaching & MBLL apparel. The PSO and SMB must capture pictures of coaches wearing the apparel and send them to Sport Manitoba's Project Coordinator.
- Number of coaches receiving support and storytelling opportunities.

## 5 – PSO Development

### Program #7 – PSO Capacity Building

#### Description

Financial support from MBLL will help direct PSOs' improvements in leadership and communication, organizational health and development through policy and planning.

- Sport is supported by volunteers who need proper training and guidance to keep up with the fundamentals of organized sport.
- SMB will support them with a governance suite that includes:
  - o Policy development support, templates, and resources.
  - o Education and training sessions.
  - o Best practices for fostering and strengthening relationships with clubs.
  - o A focus on inclusion, access, and diversity, with templates and recruitment strategies.
  - o Strategic planning, including consultation from provincial membership.

#### Eligibility

##### Priority #1: Governance Training

With sponsorship from MBLL, SMB will provide free access to the Governance Essentials course to all board members of a PSO or a club/league affiliated with a PSO recognized by SMB. To purchase a ticket, please complete this [Form](#).

##### Priority #2: Organizational Development

With sponsorship from MBLL, SMB will be able to support the PSOs and their members develop their organizational effectiveness with funding for projects such as Strategic Plans, Bylaw & Policy Review, Organizational Governance model review, Parliamentary Consultation, and Mediators for Alternate Dispute Resolution.

For the first year, SMB will work first with PSOs identified by prior grant applications that were unsuccessful during the 2017 CSG Legacy Fund process, who fully qualify for this new program.

**Note:** Please apply for funding AT LEAST 7 days prior to your event/clinic/program. Failure to do so may result in the ability to secure funding.

1. **Criteria:** Be a SMB recognized PSO or PSO member. Only projects meeting the above criteria will be considered.
  
2. **SMB/MBLL available funding:**
  - a. Strategic Plan
    - i. Up to 75% of expenses to a maximum of \$10,000 per Strategic Plan
    - ii. Eligible Expenses: Consultant fees, facility rentals, etc.
  - b. Review and creation of bylaws and policies
    - i. 50% of expenses to a maximum of \$1500
    - ii. Eligible Expenses: Consultant/lawyer fees
  - c. Organization Governance model review and updates
    - i. 50% of expense to a maximum of \$3000
    - ii. Eligible Expenses: Consultant fees, facility rentals, etc.
  - d. Parliamentary Consultation
    - i. Parliamentarians (MAP/NAP recognized) for AGM's/Special Meeting
    - ii. 50% of expenses up to a maximum of \$300
  - e. Mediators for Alternate Dispute Resolution
    - i. 50% of expenses up to a maximum of \$900
    - ii. Eligible expenses: Consultant fees, facility rentals, etc.
  - f. Board Education
    - i. Up to 75% of expenses to a maximum of \$1500
    - ii. Eligible expenses: Board Education courses or sessions with a specialist, including financial training.
  - g. Project Proposals
    - i. Funding amounts will be determined on a case-by-case basis
    - ii. Eligible expenses: Consultant fees, proposal material production, proposal meeting expenses.
    - iii. Eligible Proposals: Facility production, club formation.

**Note:** *Parliamentarians are subject matter experts in Parliamentary Procedures. Parliamentary procedure refers to the rules used to enable the fair and orderly transaction of business in meetings. Robert's Rules of Order is a main source of parliamentary rules.*

3. **Form:** To apply, please use this [Form](#).  
 \*You can find the questions on the form in [Appendix C](#)\*
- Post-Event Report:** To complete a report, please use this [Form](#).

Sport Manitoba will deposit 50% when the project is approved and 50% when the post-event report is submitted.

### **Visibility & Reporting Requirements**

- Strategic Planning - The organization must include MBLL logo recognition on their strategic plan (hard copies and digital version) with the message “Strategic plan proudly developed with support from Manitoba Liquor & Lotteries” and share a link to the digital location with Sport Manitoba’s Project Coordinator.
- All other initiatives - the organization must include MBLL logo recognition on all session documents and published session documents. PSOs will also share the message “\_\_\_\_\_ proudly organized/developed with support from Manitoba Liquor & Lotteries” on their social media platforms, should they be posting about their event/session.
- Submission of a Post-Event Report after the event/program has concluded.
- Total # of people completing governance training per organization, total # of strategic plans developed.

## Program #8 – Rural Sport Development

### Description

MBLL and SMB are partnering for sport development in rural communities. PSOs and their members will be able to apply and submit their development project (athletes, coaches, officials, volunteers).

### Eligible Project & Cost

Eligible projects consist of development programs targeting the development of athletes, coaches, officials, or volunteers in rural communities. Eligible costs include but are not limited to, transportation (mileage or rental car), food (staff and participants), hotel, classroom/gym/field of play rental fees, staff salary, small equipment (balls, cones, cords), participation prizes (t-shirt, water bottle).

### Ineligible Project & Cost

Ineligible projects consist of Capital projects or Winnipeg based activities. Ineligible costs include but are not limited to, the construction or renovation of a building or field, and large equipment (Zamboni, scoreboard, artificial turf, soccer goal, bleachers, fence).

### Assessment Criteria

The criteria that will be taken into consideration during the evaluation are, but not limited to:

- Project feasibility.
- Impact on the development of sport in rural communities.
- Sustainability – the ability to have an impact on the long term.
- Project's ability to enhance programming and increase participation.

Applications will be reviewed and assessed by Sport Manitoba's Projects Coordinator. Available funds will be awarded based on the criteria above.

Incomplete applications cannot be assessed.

**Note:** Please apply for funding AT LEAST 7 days prior to your event/clinic/program. Failure to do so may result in the ability to secure funding.

### Payment Terms and Conditions

The PSO must follow the terms and conditions listed in the handbook for the specific PSO category they belong to ([Base Funded PSO](#) or [Non-Base Funded PSO](#)).

Sport Manitoba will deposit 50% when the project is approved and 50% when the post-event report is submitted.

### **SMB/MBLL**

#### Year 1 – 2023-2024

PSOs and their members will be eligible for up to a maximum of \$10,000 per year (September to August), with a maximum project dollar amount of \$10,000. Priority will be given to Manitoba Games sports.

**Form:** To apply, please use this [Form](#).

\*You can find the questions on the form in [Appendix C](#)\*

**Post-Event Report:** To complete a report, please use this [Form](#).

#### Year 2 – 2024-2025

PSOs and their members will be eligible for up to a maximum of \$10,000 per year (September to August), with a maximum project dollar amount of \$10,000. Priority will be given to Manitoba Games sports.

#### Year 3 – 2025-2026

PSOs and their members will be eligible for up to a maximum of \$10,000 per year (September to August), with a maximum project dollar amount of \$10,000. Priority will be given to Manitoba Games sports.

### **Visibility & Reporting Requirements**

- A sponsorship kit including roll-up banners, feather flags, table cloth, table posters, and lanyards will be provided by SMB to the organization who must display the applicable recognition items at their event and submit event photos of the recognition items.
- All event materials developed by the organization including but not limited to handouts, presentations and posters must include MBLL logo recognition.
- The organization will share this message on their social media platforms 1x on each platform during the event “Special thanks to Manitoba Liquor & Lotteries for their support of (specific Rural Sport Development initiative)” and submit screenshots from each platform.
  - o frequency for events: minimum 1x per platform during event dates
  - o frequency for programs/leagues: minimum 1x monthly per platform for duration of program/league season
- Submission of a Post-Event Report after the event/program has concluded.
- Number of participants by classification (athlete, coach, official).

## 6 – 18+ Event, Program, or League Initiative

### Program #9 – 18+ Initiative

#### Description

With the rise in costs and decrease in volunteerism, PSO-hosted or organized events (or PSO members), programs, and leagues need sponsorship support to continue to operate.

With additional funding from MBL, SMB will be able to support PSOs and their members in their hosted or organized events, programs, and leagues targeting adults.

#### Eligible Project & Cost

PSO-hosted or organized events (or PSO members), programs, and leagues with a primary participant age of 18+. Examples of eligible projects include provincial championships, adult leagues, tournaments, coach and official seminars, conferences, etc.

#### Ineligible Project & Cost

Programs, events, or leagues with a primary audience and participants under the age of 18, and capital projects.

#### Assessment Criteria

Length or duration of program, event or league and accompanying budget. The age group of the participants, the total number of projected participants and spectators, and recognition.

#### Sport MB/MBLL Contribution

Up to a maximum of \$10,000 of program/event/league expenses, per organization, per year.

#### Payment Terms and Conditions

Up to 50% of the program, event or league sponsorship will be provided upon notification of an approved application. The remaining amount will be provided following the submission of the full visibility and reporting requirements after completion of the program, event, or league.

**Note:** Please be aware that if your organization's application is approved, MBL recognition should match any other sponsors that are providing a similar level of support to your event/program/league



## Application Information

2023-2026: Stand alone application.

**Form:** To apply, please use this [Form](#).

\*You can find the questions on the form in [Appendix D](#)\*

**Post-Event Report:** To complete a report, please use this [Form](#).

**Note:** *Please apply for funding AT LEAST 7 days prior to your event/clinic/program. Failure to do so may compromise your organization's ability to secure funding.*

## Visibility & Reporting Requirements

- A sponsorship kit including roll-up banners, feather flags, table cloth, table posters, and lanyards will be provided by SMB to the organization who must display the applicable recognition items at their program, event or league and submit photos of the recognition items.
- The organization will share this message on their social media platforms “Special thanks to Manitoba Liquor & Lotteries for their support of (program, event or league name)” and submit screenshots from each platform.
  - frequency for events: minimum 1x per platform during event dates
  - frequency for programs/leagues: minimum 1x monthly per platform for duration of program/league season
- The organization must recognize MBLL in a way that is consistent with any other sponsors at a similar support level.
- Submission of a Post-Event Report after the event, program, or league has concluded.
- Event, program, or league dates, number of participants and spectators

## Appendix A – Coach Screening Form Questions

### Questions

- #1 - PSO name
- #2 - Contact name
- #3 - Contact email
- #4 - Give us the link to your screening policy
- #5 - How many coaches do you plan to have screened during the year (April 1 to March 31)
- #6 - Who pays for the screening

## Appendix B – Manitoba Games Coaches and Officials Development

### Questions

- #1 - PSO name
- #2 - Contact name
- #3 - Contact email
- #4 - List the targeted rural communities
- #5 - Describe the program you want to implement in rural communities
- #6 - Objectives (# athletes, coaches, officials, volunteers)
- #7 - List all your revenue sources
- #8 - List all your expenses

## Appendix C – PSO Capacity Building Form Questions

### Organizational Development - Questions

- #1 - Organization name
- #2 - Contact name
- #3 - Contact email
- #4 - Your project is for: -Strat Plan; -Bylaw & Policy Review; -Organization; -Parliamentary Consultation; -Mediators, -Other.
- #5 - Describe the goal you want to achieve
- #6 - Will you hire someone or a firm to assist your organization in this process?
- #7 - List all your expenses

### **Rural Sport Development – Questions**

- #1 - Organization name
- #2 - Contact name
- #3 - Contact email
- #4 - List the targeted rural communities
- #5 - Describe the program you want to implement in rural communities
- #6 - Objectives (# athletes, coaches, officials, volunteers)
- #7 - List all your revenue sources
- #8 - List all your expenses

## **Appendix D – 18+ Event, Program or League Initiative Form Questions**

### **Questions**

- #1 – Organization Name
- #2 – Contact name
- #3 – Contact email
- #4 – Event/Program/League name
- #5 – Event/Program/League dates
- #6 – Is the Event/Program/League hosted or organized by the PSO or a PSO member
- #7 – What percentage of Event/Program/League participants are over the age of 18
- #8 – Expected number of Event/Program/League participants
- #9 – List all your revenue sources
- #10 – List all your expense