Dear [Redacted]

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act [Our File #: IGA-04-2016]

This is to confirm that on April 18, 2016, The Intergovernmental Affairs Secretariat received your request for access to the following records/information:

Any and all documents that may help establish various expenses regarding the organization of the Council of the Federation's summer meeting, held from July 15th - 17th in St John's, Newfoundland; Any and all documents pertaining to various receptions and events organized for the Council of the Federation mentioned above; and Any and all documents clarifying established agreements with private partners (private sponsorships) pertaining to different receptions and events organized for the aforementioned Council of the Federation.

Through our subsequent conversations, the request was clarified to:

Documentation of the expenses for the July-15-17 Council of the Federation (COF) meeting in St. John’s; Documents and Briefing notes that clarify the decision not to employ private sponsorships pertaining to different receptions and events connected to the noted COF meeting; And, Email and communication prepared or received by the responsible director related to private sponsorships for receptions and events pertaining to the noted COF meeting.

I am pleased to inform you that a decision has been made by the Deputy Minister for the Intergovernmental Affairs Secretariat to provide access to some of the requested information. In particular, access is granted to the following records:

A PDF that outlines the various expenses regarding the organization of the Council of the Federation's summer meeting, held from July 15th - 17th in St John's, Newfoundland;

And,

Email and communication prepared or received by the responsible director related to private sponsorships for receptions and events pertaining to the noted COF meeting.
Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):

29. (1) The head of a public body may refuse to disclose to an applicant information that would reveal
(a) advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister;

30. (1) The head of a public body may refuse to disclose to an applicant information
(a) that is subject to solicitor and client privilege or litigation privilege of a public body; or
(b) that would disclose legal opinions provided to a public body by a law officer of the Crown.

34. (1) The head of a public body may refuse to disclose information to an applicant if the disclosure could reasonably be expected to
(a) harm the conduct by the government of the province of relations between that government and the following or their agencies:
   (i) the government of Canada or a province,

As required by 8(2) of the Act, we have severed information that is unable to be disclosed and have provided you with as much information as possible. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may appeal this decision and ask the Information and Privacy Commissioner to review the decision to provide partial access to the requested information, as set out in section 42 of the Act (a copy of this section of the Act has been enclosed for your reference). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner. Your appeal should identify your concerns with the request and why you are submitting the appeal.

The appeal may be addressed to the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8

Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
Facsimile: (709) 729-6500
You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act (a copy of this section of the Act has been enclosed for your reference).

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please feel free to contact me by telephone at (709) 729-2839 or by e-mail at herbsimms@gov.nl.ca.

Sincerely,

HERB SIMMS
ATIPP Coordinator
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<th>Date</th>
<th>Vendor</th>
<th>Item Description</th>
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**Total:** $273,371.84
Dear Todd and Barb,

Attached you will find the draft Sponsorship Prospectus that I have developed for your review. A few points to note:

(i) This is largely consistent with past sponsorship packages offered by previous COF hosts;

(ii) To mitigate the ‘access’ concern raised in previous years, the last COF meeting (a) restricted sponsor access at the Opening Reception to a particular area of the reception venue and (b) seated sponsors at tables that were not adjacent to Premiers for the main dinner. We would plan to do the same in the event this version of the prospectus is approved.

Please review and advise if you have any comments/questions/concerns. We look forward to your response at the earliest opportunity given that time is of the essence to release this to prospective sponsors.

Thanks in advance for your consideration!

Kindest regards

Jennifer

Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
Government of Newfoundland and Labrador
P.O. Box 8700
St. John’s NL A1B 4J6
t: 709.729.3523
f: 709.729.5038
e: jennifercrummey@gov.nl.ca
COUNCIL OF THE FEDERATION  
SPONSORSHIP PROSPECTUS

About the Council of the Federation

In 2003 Canada’s Premiers created the Council of the Federation to highlight the leadership role that provinces and territories play in revitalizing the Canadian federation and building a more constructive and cooperative federal system. The Council of the Federation’s objectives are:

1. Promote interprovincial—territorial cooperation and closer ties between members of the Council, to ultimately strengthen Canada;
2. Foster meaningful relations between governments based on respect for the Constitution and recognition of the diversity within the federation;
3. Show leadership on issues important to all Canadians.

About the 2015 Council of the Federation Meeting

Each summer the Council of the Federation holds a meeting in a different Canadian province/territory where Premiers come together to discuss current issues of national importance. The benefits of hosting the meetings are many, including the opportunity to showcase the host province’s rich cultural, geographic and economic contributions to Canada.

From July 15-17, 2015, Premiers will meet in St. John’s, Newfoundland and Labrador where discussions will likely centre on key issues such as Canada’s economy, energy, healthcare as well as other issues.

The meeting will be attended by 13 provincial and territorial Premiers, their families and their delegations, as well as media representatives. Programming will be offered during the day for partners and youth, with social events held each evening for all attendees.

Sponsorship Opportunities and Package Outline

Sponsorship of the 2015 Council of the Federation summer meeting will provide your organization with a unique opportunity to be featured at this high-profile event. Each sponsorship opportunity outlined below is a comprehensive marketing package designed to maximize your organization’s visibility.

PLATINUM LEVEL $50,000

- Recognition as a 2015 Platinum Sponsor with corporate logo on the meeting website.
- Recognition as a Platinum Sponsor with corporate logo in the official program.
- One complimentary insert for delegate gift bag (must be approved by Planning Committee).
- Corporate logo listed on conference signage for the Opening Reception (July 15, 2015).
- Corporate logo listed on conference signage for the Dinner/Social Event (July 16, 2015).
- One full page bilingual advertisement in the official program.
- Event: Eight tickets to the Opening Reception (Wednesday July 15, 2015).
- Event: Two tickets to the Dinner/Social Event (Thursday July 16, 2015).

GOLD LEVEL

- Recognition as a 2015 Gold Sponsor with corporate logo on the meeting website.
- Recognition as a Gold Sponsor with corporate logo in the official program.
- One complimentary insert for delegate gift bag (must be approved by Planning Committee)
- Corporate logo listed on conference signage for the Dinner/Social Event (July 16, 2015).
- One half-page bilingual advertisement in the official program.
- Event: Four tickets to the Opening Reception (Wednesday July 15, 2015).
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SILVER LEVEL

- Recognition as a 2015 Silver Sponsor with corporate logo on the meeting website.
- Recognition as a Silver Sponsor with corporate logo in the official program.
- One complimentary insert for delegate gift bag (must be approved by Planning Committee)
- Corporate logo listed on conference signage for the Thursday Dinner/Social Event.
- Event: Two tickets to the Opening Reception (Wednesday July 15, 2015).
- Event: Two tickets to the Dinner and Social Event (Thursday July 16, 2015).

BRONZE LEVEL

- Recognition as a 2015 Bronze Sponsor with corporate logo on the meeting website.
- Recognition as a Bronze Sponsor with corporate logo in the official program.
- One complimentary insert for delegate gift bag (must be approved by Planning Committee)
- Event: Two tickets to the Opening Reception (Wednesday July 15, 2015).

IN-KIND CONTRIBUTIONS

As host of the 2015 Council of the Federation Summer Meeting, the Government of Newfoundland and Labrador is also receptive to in-kind contributions, whether it is a product or service. If you are interested in providing an in-kind contribution, please contact Jennifer Crummey at 709.729.3523 or via email at jennifercrummey@gov.nl.ca.
OTHER DETAILS

Official Program and Delegate Gift Bags

The official program and delegate gift bags will be distributed to 200+ delegates as they register. The in-depth event program will include a detailed schedule of events, as well as sponsors advertisements. Delegate gift bags.
Dear Todd and Barb

Attached you will find the draft Sponsorship Prospectus that I have developed for your review. A few points to note:

(i) This is largely consistent with past sponsorship packages offered by previous COF hosts;

(ii) To mitigate the 'access' concern raised in previous years, the last COF meeting (a) restricted sponsor access at the Opening Reception to a particular area of the reception venue and (b) seated sponsors at tables that were not adjacent to Premiers for the main dinner. We would plan to do the same in the event this version of the prospectus is approved.
Please review and advise if you have any comments/questions/concerns. We look forward to your response at the earliest opportunity given that time is of the essence to release this to prospective sponsors.

Thanks in advance for your consideration!

Kindest regards
Jennifer

Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
Government of Newfoundland and Labrador
P.O. Box 8700
St. John’s NL A1B 4J6
t: 709.729.3523
f: 709.729.5038
e: jennifercrummey@gov.nl.ca
From: Crummey, Jennifer L.
Sent: Friday, March 06, 2015 5:11 PM
To: Stanley, Todd
Cc: Dutton, Sean
Subject: Sponsorship
Attachments: JC - COF Sponsorship.docx

Hi Todd

Thank you for your feedback on the sponsorship piece.

You will find attached a draft Decision Note. Wondering if you can take a peek at the para re JPS to ensure I am characterizing your feedback appropriately.

Thanks again! Much appreciated.

Cheers
J

Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
Government of Newfoundland and Labrador
P.O. Box 8700
St. John’s NL A1B 4J6
t: 709.729.3523
f: 709.729.5038
e: jennifercrummey@gov.nl.ca
Decision Note
Department of Municipal and Intergovernmental Affairs

Title: Sponsorship for 2015 Summer Meetings (Council of the Federation and Conference of New England Governors and Eastern Canadian Premiers)

Decision/Direction Sought:
Whether to pursue sponsorship, substantially along the lines as outlined in Annex A, for the 2015 Council of the Federation (COF) and Conference of New England Governors and Eastern Canadian Premiers (NEG-ECP) Meetings.

Background and Current Status:
• NL will serve as chair of the COF during 2015-16 and is Co-Chair of the Conference of New England Governors-Eastern Canadian Premiers and will host the following meetings:
  o Meeting of Premiers with the Leaders of the five National Aboriginal Organizations (NAOs) in Happy Valley – Goose Bay from July 14-15, 2015;
  o Meeting of the COF in St. John’s from July 15-18, 2015 at the Sheraton Hotel;
  o Conference of New England Governors and Eastern Canadian Premiers in St. John’s from August 30-31, 2015 at the Sheraton Hotel.

• The Council of the Federation Secretariat (COFS) provides the hosting province or territory (P/T) with $250,000 towards the cost of the summer COF meeting (derived from P/T membership fees), with the balance of costs borne by the host.

• In an effort to support the hosting of summer meetings which include social events and partner/youth programming, COF has traditionally accepted corporate sponsorships. This practice has been in place since the formation of COF in 2003 and was preceded by a similar practice for the Annual Premiers’ Conferences before that time. Since 2004, the vast majority of COF Summer meetings have had some form of sponsorship, either through financial or in-kind contributions ranging from in-kind sponsorship only (2 years with no direct financial contribution from sponsors) to a maximum of $510,000. Where financial contributions were made, the average amount collected was approximately $230,000.

• The use of sponsorship provides opportunity for companies or associations to make a financial contribution to the national event and in return increase the profile of their organization. Benefits to sponsors include the use of their corporate logo or brand on the official COF websites and promotional materials, an opportunity to provide a gift or insert into the COF delegate bag, a bilingual advertisement within the official program, as well as tickets to COF social events. The level of sponsorship exposure generally increases in accordance with the scale of the donation.

Considerations
• The 2014 COF sponsorship prospectus clearly indicated that sponsor organizations are not involved in the form part of the meeting or in Premiers’ discussions, nor are they permitted to seek individual or group meetings with Premiers while at the summer meeting or in connection with their sponsorship. Nevertheless, sponsor involvement in COF social events throughout the week of the summer meeting, gives sponsors ‘chance’ opportunity to introduce themselves to Premiers and other government officials and to establish relationships.
- It is noted that sponsorships have also been solicited for the NEG-ECP meetings, in particular by the states when hosted within the U.S. Canadian provinces have, however, also included sponsorship in their plans. A draft prospectus would be largely similar in nature and scope as what is outlined in Annex A.

- The use of private sector sponsorship can attract a level of negative public and media attention. In particular, a 2014 opinion article in the Ottawa Citizen criticized COF, calling the sponsorships “tawdry”, arguing that sponsors are “buying face time that’s otherwise difficult to get” and suggesting that when political executives meet, it should be paid for by P/Ts. When QC hosted the COF summer meeting in 2008, only in-kind sponsors and public entities such as Hydro-Québec and Loto-Québec contributed. All other jurisdictions have used some form of private sector in-kind / financial sponsorship.

- While the host jurisdiction retains full responsibility for sponsor recruitment, a variety of options to limit the number of social events available for sponsors, as well as designating ‘off limit’ areas can be considered. Premiers (and Governors) would also always retain the option whether attend these events or not if individual concerns were identified.

- It is noted that should sponsorships be successfully pursued, the overall financial requirements for the Government of Newfoundland and Labrador may potentially be reduced by approximately $280,000.

**Action Being Taken:**
- The attached potential sponsorship prospectus outlined at Annex A is consistent with that offered by previous COF hosts.
- To mitigate concerns, sponsors could be restricted to a particular area of the Opening Reception venues and would not be seated adjacent to Premiers or Premiers and Governors for the Dinner event.

*Prepared/Approved by J. Crummey*
*Ministerial Approval:*
*March 6, 2015*
COUNCIL OF THE FEDERATION
SPONSORSHIP PROSPECTUS

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• Recognition as a 2015 Gold Sponsor with corporate logo on the meeting website.
• Recognition as a Gold Sponsor with corporate logo in the official program.
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• One half-page bilingual advertisement in the official program.
• Event: Four tickets to the Opening Reception (Wednesday July 15, 2015).
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SILVER LEVEL $10,000
• Recognition as a 2015 Silver Sponsor with corporate logo on the meeting website.
• Recognition as a Silver Sponsor with corporate logo in the official program.
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• Corporate logo listed on conference signage for the Thursday Dinner/Social Event.
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• Event: Two tickets to the Dinner and Social Event (Thursday July 16, 2015).

BRONZE LEVEL $5,000
• Recognition as a 2015 Bronze Sponsor with corporate logo on the meeting website.
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• One complimentary insert for delegate gift bag (must be approved by Planning Committee)
• Event: Two tickets to the Opening Reception (Wednesday July 15, 2015).

IN-KIND CONTRIBUTIONS
As host of the 2015 Council of the Federation Summer Meeting, the Government of Newfoundland and Labrador is also receptive to in-kind contributions, whether it is a product or service. If you are interested in providing an in-kind contribution, please contact Jennifer Crummey at 709.729.3523 or via email at jennifercrummey@gov.nl.ca.
OTHER DETAILS

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The official program and delegate gift bags will be distributed to 200+ delegates as they register. The in-depth event program will include a detailed schedule of events, as well as sponsors advertisements, etc.
Information Note
Department of Municipal and Intergovernmental Affairs

Title: Sponsorship for the 2015 Intergovernmental Summer Meetings hosted by NL

Issue: To provide an update on whether private sector sponsorship will be pursued for the 2015 Council of the Federation (COF) and Conference of New England Governors and Eastern Canadian Premiers (NEG-ECP) Meetings.

Background and Current Status:
- NL will serve as chair of the COF during 2015-16 and is Co-Chair of the Conference of New England Governors-Eastern Canadian Premiers and will host the following meetings:
  - Meeting of Premiers with the Leaders of the five National Aboriginal Organizations (NAOs) in Happy Valley – Goose Bay from July 14-15, 2015;
  - Meeting of the COF in St. John's from July 15-18, 2015 at the Sheraton Hotel;
  - Conference of New England Governors and Eastern Canadian Premiers in St. John’s from August 30-31, 2015 at the Sheraton Hotel.
- The Council of the Federation Secretariat (COFS) provides the hosting province or territory (P/T) with $250,000 towards the cost of the summer COF meeting (derived from P/T membership fees), with the balance of costs borne by the host. The $250,000 in revenue shall be reflected in the 2015-16 Municipal and Intergovernmental Affairs Budget Estimates.
- In an effort to support the hosting of summer meetings which include social events and partner/youth programming, COF has traditionally accepted corporate sponsorships. This practice has been in place since the formation of COF in 2003 and was preceded by a similar practice for the Annual Premiers' Conferences before that time. Since 2004, the vast majority of COF Summer meetings have had some form of sponsorship, either through financial or in-kind contributions ranging from in-kind sponsorship only (2 years with no direct financial contribution from sponsors) to a maximum of $510,000. Where financial contributions were made, the average amount collected was approximately $230,000.
- The use of sponsorship has historically provided opportunity for companies or associations to make a financial contribution to the national event and in return increase the profile of their organization. Benefits to sponsors include the use of their corporate logo or brand on the official COF website and promotional materials, an opportunity to provide a gift or insert into the COF delegate bag, a bilingual advertisement within the official program, as well as tickets to COF social events. The level of sponsorship exposure generally increases in accordance with the scale of the donation.
- It is noted that sponsorships have also been solicited for NEG-ECP meetings in the past, in particular when the conference is in the U.S. Provinces have, however, also included sponsorship in their plans when hosting the conference.

Considerations
- The COF sponsorship prospectus for the 2014 conference in PEI indicated that sponsor organizations are not involved in the formal part of the meeting or in Premiers’ discussions, nor are they permitted to seek individual or group meetings with Premiers while at the summer meeting or in connection with their sponsorship. Nevertheless, sponsor involvement in COF social events throughout the week of the summer meeting, gave sponsors a 'chance' opportunity to introduce themselves to Premiers and other government officials and to establish relationships.
When QC hosted the COF summer meeting in 2008, only in-kind sponsors and public entities such as Hydro-Québec and Loto-Québec contributed.

The use of private sector sponsorship can attract a level of negative public and media attention. In particular, a 2014 opinion article in the Ottawa Citizen criticized COF, calling the sponsorships "tawdry", arguing that sponsors are "buying face time that's otherwise difficult to get" and suggesting that when political executives meet, it should be paid for by P/Ts.

In an August 28, 2014 article in the Charlottetown Guardian entitled, "Corporate sponsors for premiers meeting not conflict of interest, says Ghiz," then-PEI Premier Robert Ghiz responded by noting, "In my opinion it's about supporting democracy, it helps save taxpayers' money and we have union representatives there as well." The article went on to acknowledge that three of the country's biggest unions were on the list of gold level sponsors, with the Canadian Labour Congress, Unifor and the Canadian Union of Public Employees each contributing $25,000.

Consultation with the Commissioner for Members' Interest in advance of releasing a sponsorship prospectus could be an option for consideration to obtain an advance viewpoint on the matter.

Action Being Taken:
- It is recommended that private sector sponsorship not be sought for the 2015 COF or NEG-ECP meetings. The Department's 2015 Estimates would consequently not account for any sponsorship revenue.

Prepared/Approved by: J. Crumme / S. Dutton
Ministerial Approval:
March 23, 2015
Good morning Jennifer,

30.1 (b), 30.1(a)

Best regards,

Barb

Barbara Barrowman
Solicitor, Civil Division
Office of the Attorney General
Department of Justice and Public Safety
Government of Newfoundland and Labrador
tel (709) 729-0448, fax (709) 729-2129
e-mail barbarabarrowman@gov.nl.ca

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Information Note
Department of Municipal and Intergovernmental Affairs

Title: Public sector-entity sponsorship of the Intergovernmental Meetings during Summer 2015

Issue: To provide an update on the pursuit of sponsorship from public sector entities such as provincial Crown Corporations. This note was prepared upon request.

Background and Current Status:
- NL will serve as chair of the Council of the Federation during 2015-16 and is Co-Chair of the Conference of New England Governors and Eastern Canadian Premiers and will host intergovernmental meetings during the summer of 2015.
- Private sector sponsorship shall not be pursued by Newfoundland and Labrador in 2015.
- Public sector sponsorship from Crown Corporations has been received for past conferences. Sponsorship opportunities could be pursued with Nalcor, NL Liquor Corporation (NLC) and Atlantic Lottery Corporation.
- Atlantic Lottery Corporation has traditionally been a sponsor of the Council of the Federation meeting when the meeting is hosted within the Atlantic region, including the 2014 meeting at Charlottetown, PEI. NLC has also sponsored various events and activities in the province, most recently the East Coast Music Awards (held in St. John’s).
- In the case of Nalcor, in addition to any potential for financial sponsorship, Nalcor’s support may also be sought with respect to any arrangements associated with a site visit to Churchill Falls/Muskrat Falls by Governors or Premiers.
- The three above-noted entities are either wholly publicly funded or controlled.

Analysis:
- Further to the decision to not pursue private sector sponsorship, the net financial impact of hosting the conferences can, however, still be somewhat mitigated through modest Crown corporation sponsorship.

Action Being Taken:
- Preliminary discussions have been held with NLC and Atlantic Lottery Corporation to determine whether these entities would be interested in a sponsorship opportunity. The particular parameters of the sponsorship shall be determined in consultation with the entities, and an update will be provided before any decision is made.
- A preliminary estimate of $50,000 in public sector entity revenue related to sponsorship is included in the Department’s 2015 Estimates.

- A communications plan for conference expenditures and revenues will be drafted for consideration.

Prepared/approved by: J. Crummey / S. Dutton
Ministerial Approval:

April 16, 2015
Dear Loretta:

Please be advised that Newfoundland and Labrador shall not be pursuing private sector (corporate) sponsorship for the 2015 Council of the Federation meetings to be held in St. John's. There is a possibility that local Crown corporations, which are publicly owned or controlled, may provide financial /sponsorship support.

Should you receive any inquiries concerning corporate sponsorship opportunities, please pass along our appreciation for their expression of interest this year.

Thank you.

Kindest regards
Jennifer

Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
Government of Newfoundland and Labrador
P.O. Box 8700
St. John's NL A1B 4J6
t: 709.729.3523
f: 709.729.5038
e: jennifercrummey@gov.nl.ca
Atlantic Lottery
Loto Atlantique
SPONSORSHIP PROPOSAL

Event: Council of the Federation - Premier's Meetings
Location: St. John's NL
Date: July 15-17, 2015

Background

Newfoundland and Labrador Premier Paul Davis will host Canada's Premiers and their delegations for the 2015 Summer Meeting of Canada's Premiers. The meeting will take place in St. John's, Newfoundland and Labrador. Atlantic Lottery has traditionally been a sponsor of this event when held in Atlantic Canada.

Proposal

We are pleased to propose a $20,000 Platinum sponsorship which would see Atlantic Lottery as the sponsor of the opening reception to welcome the Premiers from across the country to Newfoundland and Labrador.

In return we would request the following:
- Atlantic Lottery banners & table top cards at the reception
- 10 tickets to the welcoming reception for Atlantic Lottery Executives
- Logo placement in selected event print, including the reception invitation
- All logo placement to be pre-approved
- Sponsorship mention by event emcee
- Corporate table of 10 at the Premier's Dinner
- Full page ad in the Council Program if applicable.

Prepared by Tracy Shute, May 11th 2015
Decision Note
Department of Municipal and Intergovernmental Affairs

Title: Atlantic Lottery Corporation (ALC) proposal to sponsor the 2015 Council of the Federation (COF) meeting.

Decision Required:

• Whether to accept the ALC's proposal to sponsor the Welcome Reception for the 2015 COF meeting. This note is prepared in follow up to an April 16, 2015 Information Note concerning public sector sponsorship for the conferences.

• It is recommended that:
  o The Government of Newfoundland and Labrador accept the proposal that ALC provide $20,000 to sponsor the Welcome Reception (to be held at the Johnson Geo Centre) of the 2015 COF meeting (proposal outlined in the attached Annex 1.)

Background and Current Status:

• NL will serve as chair of COF during 2015-16 and is Co-Chair of the Conference of New England Governors and Eastern Canadian Premiers and will host intergovernmental meetings during the summer of 2015. Direction has been provided that private sector sponsorship shall not be pursued by Newfoundland and Labrador in 2015.

• Public sector sponsorship from Crown Corporations has been received for past conferences. The Department of Municipal and Intergovernmental Affairs has contacted the NL Liquor Corporation (NLC) and Atlantic Lottery Corporation (ALC) to determine their interest in sponsoring the 2015 conferences. Follow up is being conducted with Nalcor Energy.

• While the NLC has and does sponsor various events, the Crown Corporation has thanked the Department for the sponsorship opportunity but declined the request.

• ALC has traditionally been a sponsor of the COF meeting when the meeting is hosted within the Atlantic region, including the 2014 meeting at Charlottetown, PEI. The ALC has submitted the attached proposal (Annex 1 refers) outlining an interest in sponsoring $20,000 for the Welcome Reception at the COF summer meeting.

• A preliminary estimate of $50,000 in revenue related to public sector entity sponsorship is included in the Department’s 2015 Estimates.

Analysis:

• The proposal put forth by ALC to sponsor the Welcome Reception is generally consistent with previous sponsorship opportunities offered by other host jurisdictions, such as an allocation of tickets to the Welcome Reception and Gala Dinner, logo placement in select event print including Welcome Reception invitation, and an advertisement in the conference
program. The ALC would wish to have banners and table top cards strategically placed throughout the Welcome Reception.

- Should this proposal be accepted, the net financial impact of hosting the conferences can be offset through this modest Crown corporation sponsorship of $20,000.

Action Being Taken:
- Should the proposal be accepted ALC would be contacted to confirm and ensure that logo placement and other criterion of the proposal are completed as appropriate.
- Key messages for conference expenditures and revenues will be drafted for consideration.

Prepared/approved by: J. Crummey / S. Dutton
Ministerial Approval:  
June 11, 2015
Hi Tracy,

I hope all is well. I write to advise that we would like to accept your sponsorship proposal as outlined in the attachment. You and I can discuss at your convenience.

In the meantime, in terms of the advertisement and logo placement, Ms. Linda Spurrell, Director Brand Office, will be responsible for those elements. Linda is copied on this email for ease of reference. Please contact Linda to discuss path forward, provision of logo, file type, etc.

Kindest regards,

J

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From: Tracy Shute [mailto:tracy.shute@alc.ca]
Sent: Wednesday, May 20, 2015 10:31 AM
To: Crummey, Jennifer L.
Subject: Atlantic Lottery COF NL sponsorship proposal 2015

Please find attached as per our discussion. I look forward to hearing from you.

Tracy

Tracy Shute
Public Affairs Counsel
Atlantic Lottery
☎ P (709) 724-1700 x1722
☎ C (709) 631-8442
tracy.shute@alc.ca
@Tracy_Shute

Atlantic Lottery | 100%

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Hi Mabel:

As noted over the telephone I had contacted Mr. Greg Gill at NLC to inquire of their interest in sponsoring the conferences via telephone. Mr. Gill, having been part of the 2006 Council of the Federation planning team, was familiar with the event, sponsorship, etc. In follow up to our conversation, I received the following email.

In the event that Minister Wiseman has any questions, Sean Dutton would be happy to discuss.

Kindest regards,

Jennifer

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Hi Jennifer,

I met with Steve and he explained that unless he gets a call from the Minister suggesting that NLC’s involvement from a sponsorship perspective would be appreciated, he’d prefer to stay away. If there are other ways that we can help please let me know.

Best of luck! I’m sure you’ll pull together a world-class event!!

Greg Gill | Director, Marketing and Communications
NEWFOUNDLAND LABRADOR LIQUOR CORPORATION
Tel: 709 724-2257 • Fax: 709 724-2250
Email: greg.gill@nllicau.com • www.nllicau.com

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Hi!

Hope all is well. Touching base re whether NLC would be interested in pursuing sponsorship for the summer conference(s)?

Give me a ring at your convenience if you wish to discuss.

Many thanks!
Cheers

J

Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
Government of Newfoundland and Labrador
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Newfoundland Labrador Liquor Corporation - Email Disclaimer  www.nlliquor.com/email-disclaimer/
Sponsorship of the Council of the Federation Conference

From July 15-17, 2015 Honourable Paul Davis, Premier of Newfoundland and Labrador, will be hosting the Council of the Federation – the annual summer meeting of Premiers. There are two main events for which public-entity sponsorship opportunities are available. The first is a Welcome Reception on July 15, 2015 and the second is a Dinner Event on July 16, 2015.

We understand the Newfoundland Labrador Liquor Corporation has expressed an interest in sponsoring the Dinner Event for $30,000. We look forward to working with the NLC’s Director of Marketing and Communications, Mr. Greg Gill, on the specific details.

We thank you in advance for your sponsorship of this important event.

Sincerely,

SEAN DUTTON
Deputy Minister
Intergovernmental Affairs

c: Greg Gill, Director, Marketing and Communications
Much appreciated Tracy.

Attached for your consideration is the invoice as noted. Please do let me know if you have any questions on the attached.

In terms of the upcoming conference of New England Governors and Eastern Canadian Premiers should the ALC wish to submit a proposal to sponsor an aspect of the conference I can certainly pass it along for consideration.

Kindest regards
Jennifer

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From: Tracy Shute [mailto:tracy.shute@alc.ca]
Sent: Friday, July 31, 2015 3:29PM
To: Crummey, Jennifer L.
Subject: Re: Invoice for Sponsorship

Thank you, Jennifer. Please forward the invoice to my attention and I will have processed for payment. You had mentioned about the other conference coming up in August do you have any further details on that? Is that still happening? Are you still looking for sponsors for it?

Tracy

Tracy Shute
Public Affairs Counsel
Atlantic Lottery
Phone: (709) 724-1700 x1722
Mobile: (709) 631-8442
Email: tracy.shute@alc.ca

Sent from my iPhone

---

On Jul 31, 2015, at 3:20 PM, Crummey, Jennifer L. <jennifercrummey@gov.nl.ca> wrote:

Hi Tracy!

I hope all is well.

Thank you so much for your kind note following the conference. It was much appreciated.

I am in the process of preparing the invoice for the sponsorship monies and was wondering if there was a specific person or address that I should send the invoice to?
Many thanks in advance for your consideration. Enjoy the weekend!

Kindest regards
Jennifer

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INVOICE

Atlantic Lottery Corporation Newfoundland Office
30 Hallett Crescent
St. John's, NL A1B 4C5
c/o Ms. Tracy Shute
Public Affairs Counsel

Sponsorship of 2015 Council of the Federation Summer Meeting – Welcome Reception
Amount Due: $20,000.00

Please make cheque payable to the Newfoundland Exchequer Account.

Please submit cheque directly to the attention of
Ms. Jennifer Crummey
Director of Intergovernmental Planning and Coordination
Department of Municipal and Intergovernmental Affairs
PO Box 8700
5th Floor West Block
St. John’s, NL A1B 4J6