



PROVINCIAL CAPITAL COMMISSION

PCC Sponsorship Policy

The Provincial Capital Commission is a self-sustaining Crown Corporation with a mandate to “connect and celebrate the Capital with all British Columbians”. The PCC operates a range of Outreach programs designed to support this mandate. All the PCC’s Outreach programs are funded by revenues from a portfolio of provincially owned properties such as the Crystal Garden, the Belleville Street ferry terminals, and some parking lots on the Inner Harbour.

The PCC is governed by a Board of Directors responsible to the Province’s Legislative Assembly for the stewardship of the Commission. In March 2006 the Board approved the following Sponsorship Policy.

For any sponsorship to be undertaken by the Provincial Capital Commission, be it in-kind, cost-sharing, or direct purchase of services or goods, organizers of the event or project must make application to the PCC demonstrating that the event or project will further the goals of the PCC Service Plan by meeting *one or more* of the following criteria:

- it enhances the Capital’s capacity to attract and connect with British Columbians throughout the province
- it promotes Victoria as a Canadian capital
- it is held during the BC Day long weekend and celebrates a connection with BC Day
- it demonstrates innovation and excellence in celebrating the Capital
- community events celebrate a connection with the Capital

Organizations requesting sponsorship should note that Goal 1 of the PCC’s Service Plan emphasizes youth and children, history/heritage, culture, Aboriginal peoples, and civic commitment. The current Service Plan is posted on the PCC website at www.bcpcc.com under the heading “Our Documents”.

It should be noted that the above policy applies only to in-kind, cost-sharing, or purchase of services or goods; by law the PCC is not permitted to make a direct grant unless the grant is specifically authorized by an Order in Council. Recurring support is subject to annual review by the PCC based on available budget.