



Where journeys begin.

Sponsorship and Charitable Donation Policy

The Comox Valley Airport Commission (CVAC) recognizes community sponsorships and charitable donations, either monetary or in-kind, as a valuable conduit between the airport and the community, and we appreciate being considered as a sponsor or donor for any event or organization. All sponsorship and charitable donation agreements entered into by CVAC are to be consistent with our Mission, Vision, Values and Strategic Objectives.

CVAC's priorities are to support:

- **Travel and Tourism** - CVAC supports organizations such as the Chamber of Commerce, the Comox Valley Economic Development Society (CVEDS), Additional Hotel Room Tax Committee (AHRT), Destination BC and Tourism Vancouver Island, whose mandates are to promote travel and tourism to the region and/or encourage economic development. CVAC will also consider supporting any event organized by local governments or an airport partner which supports tourism and/or economic development in our community.
- **Selected Charitable Organizations** - In an effort to maximize our sponsorship value, CVAC concentrates its efforts on selected charitable organizations that speak to our roots in aviation. For many years we have been a proud supporter of Hope Air and the Angel Flight program, charities dedicated to transporting patients from Vancouver Island and other remote communities to obtain medical care in Victoria and Vancouver. CVAC also supports charities that benefit children, including Y.A.N.A. (You Are Not Alone), the Children's Health Foundation of Vancouver Island and Cops for Cancer.
- **Community Organizations** - CVAC is proud to support local arts and cultural organizations and partner with them on projects that maximize awareness in the community. CVAC also takes special note of requests from businesses who either operate in the Terminal, provide other goods or services to our passengers or support the aerodrome.



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Requests

All requests for sponsorship and charitable donations will be directed to info@comoxairport.com. Please allow four to six weeks to review applications. CVAC will contact the organization directly once a decision has been made.

Requests for sponsorship and charitable donations should be submitted as early as possible as resources may not be available due to other commitments. Requests must also be submitted annually as ongoing support should not be assumed. If several requests are made by one organization, preference will be given to the first request received.

Although most requests are indeed worthy of consideration, CVAC can only support a small percentage of the total number of requests received.

Evaluation Criteria

Sponsorship and charitable donation applications are assessed by CVAC according to the following criteria:

- Availability of funds or in-kind materials
- Proposed benefits to the community
- Relationship between level of sponsorship sought and proposed benefit to CVAC
- Community visibility

Generally, CVAC will not provide sponsorship for:

- Recreational sports teams
- Personal fundraisers
- School fundraisers
- Animal health
- Social clubs
- Political activities



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Mutual Benefits

CVAC supports its employees in community stewardship through volunteering and encourages their participation in community events. CVAC may partner with airport tenants to support the airport sponsorship and charitable donation program and will encourage tenant participation in the community.