Sport MANITOBA

2026–2029

Manitoba Liquor & Lotteries

Sponsorship Program Manual

MANITOBA LIQUOR & LOTTERIES

Table of Contents

1 - Description of the Program **3**

Purpose 3

2 - Program Objectives **4**

Desired Outcomes 4

3 - Safeguarding Sport **5**

Program #1 – Respect in Sport 5

Program #2 – Coach Screening 6

4 - Coach, Official, & Volunteer Recruitment, Training & Retention **7**

Program #3 – Official Training & Certification 7

Program #4 – Coach Education 8

Program #5 – Enhanced Coach Employment 9

5 - PSO Development **10**

Program #6 – PSO Capacity Building 10

Program #7 – Activity Messenger Services 12

10Program #8 – Rural Sport Development 13

Program #9 – Development of Northern and Indigenous Communities 15

6 - 18+ Event, Program, or League Sponsorship **16**

Program #10 – 18+ Sponsorship 16

Appendix A – Coach Screening Form Questions **18**

Appendix B – PSO Capacity Building Form Questions **18**

Appendix C - 18+ Event, Program or League Sponsorship Form Questions **19**

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 Manitoba Liquor & Lotteries Sponsorship 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 extension of our agreement beginning April 1, 2026 and ending March 31, 2029. This arrangement includes a substantial 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 challenging to develop and retain.

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

2 - Program Objectives

The sport community will continue to benefit from MBLL's 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 Sponsorship

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.
    - **Delivery of Coach Education:** To increase access to NCCP courses to train more coaches.
    - **Enhanced Coach Employment:** Support Sport Manitoba's current coaching employment 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.
    - **Development of northern and indigenous communities:** Increase access and opportunity for athletes in the northern and indigenous communities to create positive relationships with physical activity and to move more Manitobans through sport.
- Objective #4 - 18+ Event, Program, or League Sponsorship
    - Assist with operating costs and provide recognition and exposure for the support MBLL provides.

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 MBLL, SMB Coaching will be able to assist PSOs and their members in implementing their screening policy.

Visibility & Reporting Requirements

- Sport Manitoba will collect coach screening data during the IFF process.
- Sport Manitoba and PSOs must place the MBLL 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.
- PSOs must add the MBLL logo to their sponsors banner on their website, and link the accompanying hyperlink to MBLL's community webpage: https://www.mbll.ca/content/community-support

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

- PSOs 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.
- PSOs must add the MBLL logo to their sponsors banner on their website, and link the accompanying hyperlink to MBLL's community webpage: https://www.mbll.ca/content/community-support
- Number of officials applications, and sport, rural, and official demographics from SMB Coaching.

Program #4 – 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

- PSOs 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."
- PSOs must add the MBLL logo to their sponsors banner on their website, and link the accompanying hyperlink to MBLL's community webpage: https://www.mbll.ca/content/community-support
- 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 #5 – 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 and expand the High-Performance Coach Employment Program by adding a Tier 3 category for Canada Games coaches.

Eligibility

High Performance Coach Employment Program - Tier Categories:

- Tier 1 – Full-time High-Performance coaches
- Tier 2 – Part-time High-Performance coaches or Technical Directors
- Tier 3 – Canada Games Coaches.

Please contact nicole.dacanay@sportmanitoba.ca 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.
- Permission from coaches to share success stories and opportunities to highlight successes.

5 - PSO Development

Program #6 – 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:
    - Policy development support, templates, and resources.
    - Education and training sessions.
    - Best practices for fostering and strengthening relationships with clubs.
    - A focus on inclusion, access, and diversity, with templates and recruitment strategies.

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 PSO member 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 Bylaw & Policy Review, Organizational Governance model review, Parliamentary Consultation and Board Education.

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.*

Please note that out of province initiatives or expenses are NOT eligible under this program.

1. **Criteria:** Be a SMB recognized PSO or PSO member. PSO members must be a non-profit organization. Only projects meeting the above criteria will be considered.
2. **SMB/MBLL available funding:**

a. Review and creation of bylaws and policies
    i. 50% of expenses to a maximum of $1500 per year (April - March)
    ii. Eligible Expenses: Consultant/lawyer fees
b. Organization Governance model review and updates
    i. 50% of expenses to a maximum of $3000 per year (April - March)
    ii. Eligible Expenses: Consultant fees, facility rentals, etc.
c. Parliamentary Consultation
    i. Parliamentarians (MAP/NAP recognized) for AGM's/Special Meeting
    ii. 50% of expenses up to a maximum of $500 per year (April - March)
d. Board Education & Training
    i. Up to 75% of expenses to a maximum of $1500 per year (April - March)
    ii. Eligible expenses: Board education or training courses / sessions with a specialist, including financial training.
e. 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: investment/advocacy proposal, 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

- The organization must include MBLL logo recognition on all session documents and published session documents.

- IF the organization is posting on social media, they will 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, and will tag MBLL's accounts on the following platforms, when applicable, and will use the hashtag #mbllgoodtogether:
  - Instagram - @mbliquorlotteries (https://www.instagram.com/mbliquorlotteries/)
  - FaceBook (Meta) - Manitoba Liquor & Lotteries (https://www.facebook.com/MBLiquorLotteries)
- The organization must add the MBLL logo to their sponsors banner on their website, and link the accompanying hyperlink to MBLL's community webpage: https://www.mbll.ca/content/community-support
- Submission of a Post-Event Report after the event/program has concluded.
- Total # of people completing governance training per organization

Program #7 – Activity Messenger Services

Description

Sport Manitoba is always looking for opportunities to help our PSOs. As a result of our partnership with Manitoba Liquor and Lotteries (MBLL) and Activity Messenger (AM), we are providing some budget-relieving and business modernization services through Activity Messenger to PSOs, and for some, help to keep their membership lists up to date.

This would include communication services (mass email & SMS), Forms, Digital Waivers, Accident Reports, Surveys, Member Registration, Coach Compliance Monitoring, Event Ticket Sales, Classes/Events Registration, Online Payment (credit card and AM processing fees would still apply), Auction, Staff Management, Member Portal, etc. If you are currently using Survey Monkey, MailChimp, Eventbrite, Shopify, or similar products, the full service AM membership could replace those at no subscription cost to your organization.

If your organization is interested in creating an organizational account with Activity Messenger, or if you have any questions or concerns regarding the Activity Messenger platform, please contact Felicia Borges at felicia.borges@sportmanitoba.ca.

If your organization would like to provide feedback about your experience with Activity Messenger, please feel free to fill out the PSO Activity Messenger Testimonial Survey. Your organization's feedback is valuable to us, and we appreciate any information you can provide about your experience with the platform.

Visibility & Reporting Requirements

- The organization will upload the MBLL logo to their Activity Messenger microsite.
- SMB will collect PSO testimonials speaking to the benefits of and services Activity Messenger has to offer.

- Any SMB forms on Activity Messenger related to MBLL initiatives will be co-branded with the MBLL logo in the header of the form.
- Total # of PSOs utilizing Activity Messenger services.

10Program #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). PSO members must be a non-profit organization.

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/honorariums, small equipment (balls, cones, bats, gloves, guards, sticks), participation prizes (t-shirt, water bottle).

Ineligible Project & Cost

Ineligible projects consist of Winnipeg based projects, capital projects, NCCP multi-sport or sport-specific courses, tournaments, championships, or competitions. Ineligible costs include but are not limited to the construction/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.

Available funds will be awarded based on the criteria above. Incomplete applications cannot be assessed.

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% of the pre-approved funds following project approval and 50% after the post-event report is submitted, and the visibility and reporting requirements are met.

SMB/MBLL

2026-2029

PSOs will be eligible for up to a maximum of $10,000 per year (April to March). Priority will be given to Manitoba Games sports.

PSO members will be eligible for up to a maximum of $5,000 per year (April to March).

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.

> **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.*

Visibility & Reporting Requirements

- A sponsorship kit including roll-up banners, feather flags, tablecloth, 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.
    - Please complete the MBLL Kit Rental form to book the sponsorship material for your event.
- 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.
    - 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 will tag MBLL's accounts on the following social media platforms, when applicable, and will use the hashtag #mbllgoodtogether:
    - Instagram - @mbliquorlotteries (https://www.instagram.com/mbliquorlotteries/)
    - Facebook (Meta) - Manitoba Liquor & Lotteries (https://www.facebook.com/MBLiquorLotteries)
- Submission of a Post-Event Report after the event/program has concluded.
- Number of participants by classification (athlete, coach, official).

> **Note:** *Please exercise caution when setting up and packing the MBLL Sponsorship Kit Equipment! Returning damaged equipment will be flagged by Sport Manitoba. If your organization has repeated instances of returning damaged equipment, this MAY result in a reduction of your organization's pre-approved funding, to offset the costs of replacing the equipment.*

Program #9 – Development of Northern and Indigenous Communities

Description

Provincial Sport organizations and their members will have an opportunity to apply for funding for projects that focus on the development of athletes, coaches, officials and volunteers in Northern and Indigenous communities. All applications will be **reviewed on a case-by-case basis** to ensure alignment with program goals and community needs.

a. Project Proposals
   i. Funding amounts will be determined on a case-by-case basis
   ii. Eligible expenses: transportation (mileage or rental car), food (staff and participants), hotel, classroom/gym/field of play rental fees, staff salary/honorariums, small equipment (balls, cones, bats, gloves, guards, sticks), participation prizes (t-shirt, water bottle), etc.
   iii. Eligible Proposals: development programs targeting the development of athletes, coaches, officials, or volunteers in northern and indigenous communities.

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.

Visibility & Reporting Requirements

- A sponsorship kit including roll-up banners, feather flags, tablecloth, 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.
  - Please complete the MBLL Kit Rental form to book the sponsorship material for your event.
- 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.
  - 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 will tag MBLL's accounts on the following social media platforms, when applicable, and will use the hashtag #mbllgoodtogether:
  - Instagram - @mbliquorlotteries (https://www.instagram.com/mbliquorlotteries/)

    - Facebook (Meta) - Manitoba Liquor & Lotteries (https://www.facebook.com/MBLiquorLotteries)
- Submission of a Post-Event Report after the event/program has concluded.
- Number of participants by classification (athlete, coach, official).

Note: *Please exercise caution when setting up and packing the MBLL Sponsorship Kit Equipment! Returning damaged equipment will be flagged by Sport Manitoba. If your organization has repeated instances of returning damaged equipment, this MAY result in a reduction of your organization's pre-approved funding, to offset the costs of replacing the equipment.*

6 - 18+ Event, Program, or League Sponsorship

Program #10 – 18+ Sponsorship

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. PSO members must be a non-profit organization.

With additional funding from MBLL, 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 or PSO member-hosted or organized events, 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, capital projects, NCCP multi-sport or sport-specific courses, out-of-province initiatives, programs and mentorships.

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

PSOs will be eligible for a maximum of $10,000 per year (April to March).

PSO members will be eligible for a maximum of $5,000 per year (April to March).

Payment Terms and Conditions

Sport Manitoba will deposit 50% of the pre-approved funds following project approval and 50% after the post-event report is submitted, and the visibility and reporting requirements are met.

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.*

Application Information

2026-2029: Standalone 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.

Visibility & Reporting Requirements

- A sponsorship kit including roll-up banners, feather flags, tablecloth, 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.
    - Please complete the MBLL Kit Rental form to book the sponsorship material for your event.
- 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 will tag MBLL's accounts on the following social media platforms, when applicable, and will use the hashtag #mbllgoodtogether:
    - Instagram - @mbliquorlotteries (https://www.instagram.com/mbliquorlotteries/)
    - Facebook (Meta) - Manitoba Liquor & Lotteries (https://www.facebook.com/MBLiquorLotteries)
- 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

Note: *Please exercise caution when setting up and packing the MBLL Sponsorship Kit Equipment! Returning damaged equipment will be flagged by Sport Manitoba. If your organization has repeated instances of returning damaged equipment, this MAY result in a reduction of your organization's pre-approved funding, to offset the costs of replacing the equipment.*

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 – 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

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

Rural Sport Development - Questions

#1 - Organization name
#2 - Contact name
#3 - Contact email
#4 - List of 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

Development of Northern and Indigenous communities - Questions

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

Appendix C - 18+ Event, Program or League Sponsorship 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