

DFNS Promotions Policy v3

Description:

The purpose of the fund is to promote the Nova Scotia and Canadian dairy industry throughout Nova Scotia. The intention is for the Dairy sector to be seen as a key contributor to communities and supporter of dairy-related events. Product and promotional materials are the preferred donation where possible, but financial sponsorship will also be considered in some instances. Preference is given to items that use the Blue Cow logo which represents products made with 100% Canadian milk and milk ingredients.

Each fiscal year, every regional Milk Committee is provided with an allotted \$5,000 to use for approved promotional activities in their respective regions. The provincial allocation is \$50,000. These numbers may change through board approval. This policy document outlines guidelines for approving requests for these donations and funds.

1. Staff Control

- All requests to be forwarded to a designated staff member for processing.
- Submissions must be made in writing, preferably on the DFNS Donation or Sponsorship Request Forms.
- Submissions will be accepted through the DFNS Promotions email account (promotionsdfns@dfns.ca), in person or by mail.
- Product requests and Sponsorship requests are to be submitted a minimum of 6 weeks prior to the event date.
- Designated staff shall forward the requests for consideration to the appropriate decision authority (outlined in section 6)
- Staff shall track expenditures and provide a quarterly report to the Board.

2. Conflict of Interest

Any member (staff, committee or board) having a direct beneficial connection to the event should identify the conflict of interest and abstain from voting.

3. Budget

- Each Regional Committee shall receive an initial budget of \$5,000 per fiscal year.
- The Promotion Committee shall receive an initial budget of \$50,000 per fiscal year.
- Any Committee that utilizes its entire budget may request additional funding from the Board, which shall evaluate the reasonableness of the request, and the benefits of activations approved by that committee.
- The Board shall review spending against resources annually to determine if funding can continue at established levels.

4. Activation Preferences

- Activations should be encouraged that have broad visibility and do not have partisan affiliations.
- Activations should be discouraged that only support a specific team or a limited group of people.
- Small Activations should be chosen that utilize product rather than money – i.e. chocolate milk for participants in a hockey or soccer event.
- New activations will be prioritized over repeat requests. To accommodate this, approvals will not be on a first-come first serve basis but will be reviewed in the second week of each month to approve events for the following month.

5. Decision Criteria: For funding/product requests:

When a request is sent out to the required committee, the designated staff should include a recommendation for approval based on the application meeting a minimum of three (3) of the criteria listed below. If a sponsorship / donation choice exists, the amount recommended will depend on the number of criteria that are met. Failure to meet three out of five criteria, may result in the request being denied at the designated staff level or a request being amended for recommended at a lower level than requested.

Criteria:

- Give exposure to DFNS / build relationships in your community or province?
- Give exposure to the Blue Cow logo in the community or province?
- Does the request put product into the hands of consumers?
- Does the event cater to a broad spectrum of participants (not a single team/group)?
- Is there an opportunity to showcase the promotion (photos for social media, newsletters)?

For Blue Cow logo use (clothing orders):

- Have details of why and how the logo would be used
- DFC Regional Marketing Manager will oversee usage and final product approval

For financial support:

- Product donations must not be a viable option.

- Donation amount must align with the promotional value realized by meeting the criteria above. Consideration given to the number of participants, logo visibility, the community served, the audience and ability to showcase the promotion.
- Examples where financial donations can be considered include provincial-level organizations/events and agricultural event partnerships.
- The sponsorship aligns with the values and mission of our organization, such as promoting dairy farming, sustainability, community engagement, and nutrition education.

6. Designated Authority to Approve Requests (based on criteria in section 5)

- Staff
 - Product - Up to a maximum of \$1,000 per event
 - Funds - Up to a maximum of \$500 financially
 - Use of Blue Cow logo on clothing that has no associated financial request.
- Regional Milk Committees
 - Product – \$1,000 to \$1,500
 - Funds - from \$500 to \$1,500
 - If activation impacts 2 – send to all members in both regions.
 - If activation impacts more than 2 regions, forward to provincial promotion committee
- Provincial Promotion Committee
 - All requests from \$1,500 to \$5000
 - Provincial and national event requests
- Board
 - All requests that are greater than \$5000

7. General Considerations

DFNS should seek partnerships with processors for such promotions. Promotion funds can be leveraged by establishing discounted prices for products. This provides mutual benefits for the producers and the processor chosen for any event.

8. Show Milk

DFNS will support exhibitions or dairy shows in Nova Scotia with milk cow classes by paying \$30/day/milking cow with a cap of \$5000 per event. DFNS will not pay for or pick up the milk produced.

9. Effective date – July 29, 2025