

**TARION WARRANTY CORPORATION
MGMT-GC-01: SPONSORSHIP GUIDELINES POLICY**

Purpose

The purpose of this Policy is to set out the guidelines that govern Tarion's sponsorship activities.

A. Principles and Objectives

Tarion will strive to sponsor organizations/individuals that promote the following principles and objectives:

1. Enhance the visibility and strengthen the reputation of Tarion to stakeholders and the general public;
2. Assist Tarion in fulfilling the following key components of its core mandate and business priorities:
 - a) Educate new home buyers and new homeowners about their warranty rights and responsibilities;
 - b) Be an effective steward of the Guarantee Fund and build confidence in the sustainability of the warranty program;
 - c) Ensure new home builders and vendors abide by the Ontario New Home Warranties Plan Act; and
 - d) Set standards and raise accountability in education, construction performance and customer service.

In addition, the goals and objectives of sponsoring organizations/individuals must be compatible with Tarion's goals, objectives, policies and generally supportive of Tarion's mandate.

Tarion's sponsorship activities are not subject to Tarion's Procurement and Reimbursement Policy. However, these guidelines embrace the guiding principles of pursuing sponsorship activities in a fair, open and transparent manner, and without discrimination to any interested parties. All requests for sponsorship activities will be reviewed and approved by the President & CEO.

B. No Sponsorship of Builder Associations

Tarion will not provide sponsorships to, or purchase memberships from, home builder associations (e.g., Ontario Home Builders Association). Sponsorship proposals received from any other group or individual (e.g., home inspector or real estate associations or consumer groups) will be considered on a case-by-case basis in accordance with these guidelines and will be reviewed and approved by the President & CEO.



Monitoring Methodology

This policy will be reviewed no less than annually.

Appendix – Policy Update Tracking

Policy Number:	MGMT-GC-01
Policy Name:	Sponsorship Guidelines/Policy
Board Committee:	Governance, Regulatory Affairs & Nominations Committee
Reviewed/Amended:	03/23/20; 04/09/20
Board Approval:	03/23/20 [approval of policy delegated to Governance Committee as agreed to by the Board]
Governance, Regulatory Affairs & Nominations Committee Approval	04/09/20
References:	Board and Committee Meeting Minutes
Management Person Responsible	President & CEO