



Approval Responsibility

Communities impacted / Approval Responsibility	Local Initiatives	Nunavik wide Initiatives
Director General	Request of up to \$2,500	Request of up to \$5,000
NHB Sponsorship Committee	Requests between \$2,501 and \$7,000	Requests between \$5,001 and \$10,000
NHB Sponsorship Committee to present to BOD for approval	Any request over \$7,001	Any request over \$10,001

8. Monitoring and Evaluation

- **Regular Audits:** Conduct regular audits of sponsorship activities to ensure compliance with agreements and ethical standards.
- **Impact Assessment:** Evaluate the impact of sponsorships on NHB's projects and initiatives, using this data to inform future sponsorship strategies.

9. Review and Revision

This policy will be reviewed and revised as necessary to reflect changes in the operating environment, stakeholder expectations, and best practices.

10. Approval and Implementation

This policy was approved by the Board of Directors on June 6, 2024, and is effective immediately. All staff and stakeholders will be informed of this policy and provided with necessary training to ensure its effective implementation.



12. Appendix B

Evaluation Criteria and Points

Criteria	Description	Points
Alignment with Mission	How well does the sponsorship align with NHB's mission to provide culturally appropriate housing?	20
Ethical Standards	Does the sponsor meet NHB's ethical standards, avoiding conflicts with NHB's values?	20
Community Impact	What is the potential positive impact of the sponsorship on the Inuit community?	15
Sustainability	Does the sponsorship support sustainable development and environmentally friendly practices?	15
Financial Contribution	What is the value of the financial contribution requested?	10
In-Kind Support	What is the value of the in-kind contribution request (goods, services, expertise) and during what period is it requested?	10
Public Recognition	What level of public recognition and visibility will the NHB receive from this sponsorship?	5
Track Record of Sponsor	What is the sponsor's reputation and past track record in similar sponsorships?	5



Example Evaluation Grid: Scoring Explanation

When determining the score for a sponsor request, it is important to use specific criteria and a detailed rationale for each score.

Evaluation Criteria and Scoring

Criteria	Maximum Points	Score (1-20)	Explanation for Score
Alignment with Mission	20	18	The sponsor's project closely aligns with NHB's mission to support culturally appropriate housing, but minor aspects could be improved.
Ethical Standards	20	20	The sponsor has a strong ethical reputation and no conflicting activities, perfectly aligning with NHB's standards.
Community Impact	15	13	The project will significantly benefit the community but has some logistical challenges that need addressing.
Sustainability	15	14	The initiative supports environmentally friendly practices but lacks comprehensive details in one minor area.
Financial Contribution	10	8	The sponsor requested a moderate financial contribution.
In-Kind Support	10	5	Moderate in-kind support is requested for materials, during our busiest time of the year.
Public Recognition	5	4	NHB will receive moderate public recognition through various channels, but one key channel is not included.
Track Record of Sponsor	5	5	The sponsor has an excellent track record of successful similar sponsorships with no issues.



Evaluation Grid Template

Criteria	Maximum Points	Score (1-20)	Comments
Alignment with Mission	20		
Ethical Standards	20		
Community Impact	15		
Sustainability	15		
Financial Contribution	10		
In-Kind Support	10		
Public Recognition	5		
Track Record of Sponsor	5		
Total Score	100		