

GOVERNMENT OF THE
VIRGIN ISLANDS

Sponsorship Issuance Policy

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Sponsorship Issuance Policy

Definitions

Beneficiary: means the community or individuals who benefit from the Sponsorship activity.

Competitive Applications: means an open call for proposals where applicants compete for funding based on the quality and impact of their proposed projects.

Conflict of Interest: means any situation in which the personal, financial, or organisational interests of an individual or entity involved in the Sponsorship process could compromise, or be perceived to compromise, the impartiality, integrity, or objectivity of decision-making.

Eligibility Criteria: The specific conditions that must be met for an to qualify for a Sponsorship. Risk based due diligence will be performed on applicants based on the nature of the event, profile of the applicant or quantity requested to ensure compliance with AML-CFT requirements by the relevant authorities.

Needs Assessment: A systematic process of identifying and analyzing gaps and opportunities within the community that the Sponsorship program aims to address.

Reporting Requirements: The specific types of reports and timelines that Sponsorship Recipient must adhere to for monitoring progress and compliance.

Selection Committee: A group of individuals with relevant expertise responsible for evaluating and selecting Sponsorship applications.

Sponsorship, as defined in this policy, is financial and/or in-kind assistance provided to a Sponsorship Recipient with the intention of promoting the policy objectives and strategic goals of the funding agency as defined by individual ministries and aiding the recipient in building capacity and achieving its objectives. A Sponsorship arrangement typically involves three parties:

- The provider (government ministry, department or agency) responsible for designing, administering, and overseeing the Sponsorship.
- The recipient (Sponsorship Recipient) responsible for delivering the good or service.
- The beneficiary (downstream entity or individual) benefits from the Sponsorship activity.

Sponsorship Agreement: A formal contract between the Sponsorship provider and Sponsorship recipient detailing the terms and conditions of the Sponsorship.

Sponsorship Amount: The total sum of money awarded through a Sponsorship.

Sponsorship Management Standards: The policies and procedures established to ensure the effective administration of Sponsorships.

Sponsorship Recipient: means the individual, organisation, or entity that is approved to receive financial or in-kind support and is responsible for delivering the service funded under this Sponsorship Framework.

Sponsorship Types: Various forms of Sponsorships provided, such as capital expenditure, research funding, operational support, support for artistic and cultural expression and events that promote the Territory and enhance its reputation among other examples.

Sponsorship Provider (Government Ministry, Department, Agency (MDA)): The entity responsible for designing, administering, and overseeing the Sponsorship program.

Stakeholder Consultations: Engaging with key stakeholders to gather insights and feedback on specific needs and opportunities.

Transparency: Ensuring that all Sponsorship processes are open and understandable to stakeholders.

Executive Summary

This policy document outlines the essential components necessary for creating a robust governance framework for sponsorships awarded to various sponsorship recipients within the Virgin Islands. It encapsulates best practice principles and provides a comprehensive guide for developing, managing, and evaluating the Sponsorship process. The final section is tailored to apply these principles and steps specifically to the context of the Virgin Islands.

I. Introduction

This policy establishes overarching Sponsorship management standards for all ministerial sponsorship programs, ensuring alignment and efficient use of government resources. By promoting transparency, accountability, and effective program design, these standards aim to maximize the impact of sponsorship funding in achieving government priorities.

This policy proposes a systematic framework for sponsorship governance to enhance the management, transparency, and evaluation of the sponsorship allocation process. **Appendix 1- Receiver Proposal Form,** which is filled by all parties desirous of obtaining sponsorship, provides a comprehensive justification for fund disbursement.

Sponsorships in the Virgin Islands are designed to support sponsorship recipients delivering community benefits on behalf of the public sector.
Although the allocated funds have typically been modest, best practices dictate that the allocation and execution processes will be administered with increased transparency and efficiency. This policy document offers a detailed overview of the key elements necessary for a robust sponsorship issuance framework.

With a focus on deliverables, value for money and comprehensive accountability mechanisms, this policy describes detailed processes for the effective management, monitoring, and evaluation of sponsorships. It is important to note that the applicability of all rules and provisions will depend on the sponsorship's specific objectives and size.

II. Sponsorship Program Design and Development

***Sponsorship Assessment**:* All sponsorships must be documented through formal agreements identifying obligations, performance measures, and reporting

requirements. This assessment may involve analyzing market trends, conducting surveys, and consulting with stakeholders to ensure that the sponsorship program addresses genuine needs within the community, where applicable.

Examples:

Market Trends Analysis: For instance, this type of analysis ensures sponsorship decisions are grounded in measurable evidence and aligned with Government's workforce and socio-economic development priorities. Assessments to determine whether sponsoring a regional tourism expo will generate increased visitor arrivals, hotel occupancy, local business engagement, and international brand positioning for the Virgin Islands, in addition to delivering defined Government visibility such as keynote participation and logo placement.

Surveys: Conducting surveys with local businesses and community organizations to identify common challenges and possible avenues for sponsorship activity. A key focus is to identify events or platforms that attract investors, entrepreneurs, or sector professionals, where Government sponsorship could stimulate business partnerships, local procurement opportunities, and long-term economic activity.

Stakeholder Consultations: Engaging with key stakeholders, including business leaders, community representatives, and non-profit organizations, to gather insights into specific opportunities, to identify sponsorship opportunities that both promote Government policy priorities and support local employment, small business participation, and community enterprise development.

Program Objectives: Clearly defined objectives must demonstrably align with government priorities. Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

Examples:

Economic Development: An objective might be to "Increase small business start-ups by 15% over the next two years through targeted Sponsorship funding."

Health Initiatives: Medical conferences, resilience-building workshops, disaster-preparedness health seminars, community-health expo partnerships. To sponsor a National Health and Wellness Expo in exchange for Government branding and public health messaging, while promoting preventative care

awareness that reduces long-term public healthcare costs and supports workforce productivity.

***Eligibility Criteria**:* Objective and transparent eligibility criteria will be established, encompassing target beneficiaries, location, organization type, and financial status. Criteria should ensure inclusivity while targeting those most in need.

Examples:

***Target Beneficiaries**:* Sponsorships may be restricted to organizations capable of hosting events or initiatives that attract measurable public participation, tourism inflows, business networking, or workforce development engagement.

Location: Events held locally that stimulate domestic economic activity (e.g., venue rentals, local vendors, transportation services) or international events where sponsorship will drive economic promotion and investor interest in the Virgin Islands.

***Organization Type**:* Registered entities with the capacity to deliver structured sponsorship recognition while also demonstrating anticipated economic or community impact (e.g., youth training programs, cultural tourism events, innovation showcases). Eligible applicants might include registered charities, Non-Profit Organisations, community groups, or start-up companies or in some instances, individuals.

Sponsorship Types: A variety of sponsorship types will be offered, including capital expenditure, research funding, and operational support. This diversity ensures that different needs and project types can be adequately supported.

Examples:

***Capital Expenditure Sponsorships**:* Funding for infrastructure projects such as building community centers or upgrading local schools.

Research Funding: Sponsorship of a renewable energy symposium that positions the Virgin Islands as a sustainability leader, promotes knowledge transfer, and encourages private-sector innovation and investment in green technologies.

Operational Support: Sponsorships to cover daily operational costs for non-profits working in social services.

Ministries shall be responsible for sponsorships within their portfolios. The Premier may sponsor activities across all ministries at his discretion and in consultation with the subject Ministry request relevant information where necessary.

Sponsorship Amounts and Allocation: Processes for determining Sponsorship amounts and allocation methods (competitive applications, fixed amounts) will be clearly defined. Allocation should be fair, transparent, and based on the merits of each application.

Examples:

> ***Competitive Applications***: An open call for proposals where applicants compete for funding based on the quality and impact of their proposed projects. Ministries will develop competitive sponsorship cycles and integrate the same into their operations.
>
> ***Fixed Amounts***: Pre-determined Sponsorship amounts for specific types of projects, such as a standard Sponsorship of $10,000 for defined activities determined and disclosed by individual ministries in support of their policy objectives.

III. Application and Selection Process

Application Submission*:* A clear and accessible application process will be outlined, including required forms, documentation, and deadlines. This ensures that all potential applicants have equal opportunity to apply.

Examples:

> ***Application Portal***: An online portal where applicants can download forms, upload documents, and track the status of their application.
>
> ***Documentation****:* Requirements might include a project proposal, budget plan, and proof of organizational registration.

Evaluation Criteria*:* Transparent and objective criteria for proposal evaluation will be established, focusing on merit, organizational capacity, and financial sustainability. This helps ensure that the most capable and relevant projects are funded.

Examples:

> ***Merit****:* Assessing the potential impact and innovation of the proposed project.
>
> ***Organizational Capacity****:* Evaluating the applicant's ability to execute the project, including past performance and management capabilities.

***Financial Sustainability**:* Ensuring that the project has a clear plan for financial management and sustainability post-Sponsorship.

Selection Process:

Selection Committee Composition: The selection committee will include individuals with relevant expertise and will avoid conflicts of interest. This ensures diverse perspectives and impartial decision-making. The committee will be responsible for making a recommendation to the Minister for consideration.

Approval of Sponsorships: the Minister upon receiving recommendations from the Selection Committee will approve or deny the grant of a sponsorship up to $250,000. Applications above the threshold value exceeding $250,000 shall be considered by Cabinet. If the sponsorship application is denied, additional information may be provided to the applicant as to the reasons for the denial upon request.

Conflict of Interest Guidelines: Clear guidelines will be established and enforced to maintain the integrity of the selection process.

Appeals Process: An appeals process for unsuccessful applicants will be established, providing feedback and opportunities for resubmission.

IV. Sponsorship Award and Management

Approved sponsorships shall be formalised through a Sponsorship agreement or approval instrument that clearly defines the purpose, amount, duration, and any conditions attached to the award. Sponsorships shall be managed in a proportionate manner to ensure transparency, value for money, and alignment with the policy objectives of the sponsoring Ministry, Department, or Agency, with appropriate performance expectations and basic reporting requirements applied based on the size and risk of the Sponsorship.

Ministries remain responsible for monitoring delivery, maintaining adequate records, and taking appropriate action where sponsored activities are not delivered in accordance with approved terms. Failure to satisfy Sponsorship Agreements may result in disqualification for future sponsorships in addition to other penalties or legal recourse. The framework should be guided by the following:

Sponsorship Agreement: A standardized Sponsorship agreement will define key components:

Sponsorship Amount and Purpose: Clearly stating the funding amount and the specific purpose of the Sponsorship.

Payment Schedule and Disbursement Conditions: Outlining the timing and conditions for disbursements.

Performance Expectations: Setting measurable indicators for success.

Reporting Requirements: Specifying the types of reports needed and their timelines.

Monitoring and Evaluation Procedures: Detailing how the Sponsorship's progress and impact will be monitored and evaluated.

Financial Management Standards: Sponsorship recipients are expected to adhere to high financial management standards.

Proper Record-Keeping Practices: Maintaining detailed and accurate financial records to support the performance of any audits for sponsorships to ensure accountability and proper use of funds**.**

V. Report and Evaluation

Sponsorship Recipient Reports: The policy will specify the types of reports expected from Sponsorship Recipients, ensuring they align with program objectives and performance indicators. Regular and comprehensive reporting will help in tracking progress, identifying challenges, and ensuring accountability.

Examples:

Progress and Final Reports: An entity receiving a Sponsorship may be required to submit quarterly progress and final reports detailing the implementation of activities for which they were supported and the feedback received from beneficiaries.

Program Evaluation: The government's approach to evaluating program effectiveness will include establishing performance indicators, data collection methods, and a commitment to using evaluation findings to improve future programs.

Examples:

Performance Indicators: For a Sponsorship program aimed at boosting small business development, performance indicators could include the number of new

businesses started, the survival rate of these businesses after one year, and the total number of jobs created.

Data Collection and Analysis Methods: Utilizing surveys, interviews, and financial audits to gather data on how effectively the Sponsorship funds were used. For instance, a sponsorship supporting environmental conservation before and after the program.

***Using Evaluation Findings*:** If an evaluation of an educational sponsorship program reveals that students' performance improved significantly in schools that received technology upgrades, this finding would be used to justify expanding the program to more schools.

VI. Transparency and Accountability

Commitment to Transparency: The policy emphasizes a strong commitment to transparency in Sponsorship management, ensuring all processes are open and understandable to stakeholders.

Annual Reports: Information on Sponsorship programs, application procedures, and awarded Sponsorships per category will be published to promote transparency and public trust. Annual reports should summarize the Sponsorship program's overall performance, success stories, and lessons learned. These reports would provide detailed financial information and program outcomes, available on government websites and at public libraries.

Preventing Conflicts of Interest: Clear guidelines will be established and enforced to prevent conflicts of interest during evaluation and selection processes.

Examples:

Declaration of Interests: Selection committee members must declare any personal or financial interests in organizations applying for Sponsorships. For instance, if a committee member has an immediate relative working for an applicant organization, this must be disclosed and managed to avoid bias.

Rotation of Committee Members: Regular rotation of committee members to prevent the development of entrenched interests and ensure fresh perspectives in the evaluation process at least every two years.

VII. Monitoring & Review

Regular Monitoring: A process for regularly monitoring compliance with these standards will be outlined, such as routine audits and site visits to verify the proper use of funds and adherence to project timelines.

Examples:

> ***Site Visits:*** Government officials conducting site visits to projects funded by Sponsorships. These visits would verify that the activity is progressing according to schedule and funds are being utilised appropriately.
>
> ***Routine Audits:*** Implementing regular financial audits for sponsorships exceeding a certain threshold to ensure funds are managed correctly.

Review and Updating of Standards: A schedule for reviewing and updating the Sponsorship management standards will be established, ensuring that the policy remains relevant and effective.

Examples:

> ***Periodic Reviews:*** Conducting bi-annual reviews of the Sponsorship policy to incorporate feedback from Sponsorship Recipients and stakeholders, and adjusting standards based on new insights or changes in government priorities. For instance, if feedback indicates that reporting requirements are too burdensome, the policy might be revised to streamline these processes.
>
> ***Stakeholder Consultations*:** Engaging stakeholders in the review process to gather their input and suggestions for improvement. This might include roundtable discussions with representatives from non-profits, community groups, and business leaders.

VIII. Risk Management

The policy will incorporate a section on risk assessment and mitigation strategies for potential issues during Sponsorship implementation, such as performance delays or misuse of funds.

Risk Assessment: Identifying potential risks at the outset of the Sponsorship program and planning appropriate mitigation strategies.

Examples:

Performance Delays: A Sponsorship program supporting infrastructure projects might identify potential delays due to weather conditions. Mitigation strategies could include building flexible timelines into the project plan and having contingency funds available.

AML-CFT Requirements: Risk based due diligence will be performed on applicants based on the nature of the event, profile of the applicant or quantity requested to ensure compliance with AML-CFT requirements by the relevant authorities.

Misuse of Funds: For Sponsorships supporting large-scale projects, there could be a risk of funds being misallocated. Mitigation strategies would include stringent financial oversight, regular audits, and requiring detailed expenditure reports from Sponsorship Recipient.

Mitigation Strategies: Developing contingency plans and setting up mechanisms for early detection and response to risks.

Examples:

Contingency Plans: Creating backup plans for critical project components of certain threshold value. For example, if a key supplier fails to deliver materials on time for a sponsored project, having alternative suppliers lined up can prevent delays.

Early Detection Mechanisms: Implementing real-time monitoring tools to track project progress and financial expenditures. For instance, using project management software that alerts managers to potential budget overruns or missed milestones, allowing for timely intervention.

By implementing these comprehensive Sponsorship management standards, the Virgin Islands can ensure efficient and impactful use of Sponsorship funding to achieve government priorities.

Appendix 1 - Receiver Proposal Form

DATE SUBMITTED	SPONSORSHIP RECIPIENT NAME
SUBMITTED TO	ADDRESS OF PROVIDER (Ministry, Department or Agency)
SUBMITTED BY	ADDRESS OF SPONSORSHIP RECIPIENT

Sponsorship Description

PURPOSE OF THE SPONSORSHIP	
GOALS & OBJECTIVES BEING MET BY THE SPONSORSHIP	
TARGET POPULATION (Who are the beneficiaries?)	
SPONSORSHIP ACTIVITIES	
BENEFITS TO SPONSORSHIP PROVIDERS	

Success Criteria & Measurable Outcomes (Economic, Social Benefit)

ORGANISATION BACKGROUND

Active Or Proposed Sponsorships (Are you being considered for sponsorships or grants from other Ministries, Departments or Agencies?), Planned Activities & Past Accomplishments

Timeline

ACTIVITY	**PROJECTED DATE OF DELIVERY**

PROPOSED BUDGET OVERVIEW

INCOME		**EXPENSE**	
SOURCES	AMOUNT	USES	AMOUNT
REVENUE		GENERAL OPERATING SUPPORT	
TOTAL		TOTAL	
NET INCOME			

Long-Term Strategies For Funding

Appendix 2 - Sponsorship Activity & Performance Summary Form

(To be completed for all Sponsorships, regardless of value)

Part A: Applicant Information (Completed by Sponsorship Recipient)

1. Sponsorship Details

- Sponsorship Recipient (Organisation / Individual):
- Contact Person:
- Email / Telephone:
- Sponsoring Ministry / Department:
- Sponsorship Amount Approved:
- Sponsorship Period (Start – End):

2. Sponsored Activity

- Title of Activity / Event / Initiative:
- Brief Description (max. 3–4 sentences):
  (What was delivered with the sponsorship support?)

3. Intended Beneficiaries

- Primary Beneficiaries**:**
  ☐ General Public ☐ Youth ☐ Cultural Sector ☐ Business Sector ☐ Community Group ☐ Other: _____
- Estimated Number of Beneficiaries / Participants:

4. Performance Information (Basic Reporting)

Please provide brief information only.

- Key Outputs Delivered:
  (e.g. event held, programme delivered, materials produced)
- Evidence of Delivery:
  ☐ Event programme ☐ Attendance figures ☐ Photos ☐ Media coverage ☐ Other: _____
- Overall Outcome Achieved (1–2 sentences):
  (What changed or was achieved as a result of the sponsored activity?)

Part B: Policy Alignment & Assessment (Completed by the Ministry)

1. Government Policy Objectives Supported

Indicate the primary policy objective(s) advanced by this Sponsorship:

☐ Economic Development
☐ Tourism Promotion
☐ Cultural Development
☐ Youth & Social Development
☐ Education & Skills Development
☐ Health & Well-Being
☐ Environmental Sustainability
☐ Other Government Priority: _____

2. Policy Alignment Statement

(Brief statement – max. 3 sentences)
How did the sponsored activity support the Ministry's policy objectives or strategic priorities?

3. Value for Money & Performance Assessment

- Were the agreed activities delivered as intended?
  ☐ Yes ☐ Partially ☐ No
- Overall Assessment of Performance:
  ☐ Satisfactory ☐ Requires Improvement ☐ Unsatisfactory
- Comments (if required):

4. Recommendation for Future Sponsorship

☐ Suitable for future sponsorship consideration
☐ Suitable with conditions / improvements
☐ Not recommended for future sponsorship

Authorising Officer (Ministry):

Name: _____
Title: _____
Signature: _____
Date: _____