

MBLL Sponsorship Programs – Are you eligible to apply?

Manitoba Liquor & Lotteries' (MBLL) Sponsorship Programs provide support¹ for a wide range of Manitoba based events, programs and organizations. They are only available to **registered Manitoba not-for-profit and charitable organizations**. To ensure consideration, please take time to review MBLL's eligibility requirements – *as outlined here* – before applying. *Note that meeting eligibility does not guarantee approval for support, and multiple applications for the same fundraising goal are generally not considered.*

Primary Eligibility Criteria

All applicants must:

- Be Manitoba based or have a Manitoba division/chapter,
- Have a Canada Revenue Agency registered charity number or be a registered non-profit organization, and
- Be able to demonstrate sound financial practices.

Consideration is also extended to:

- **Community Organizations** applying to the Festival Program
- **Host Committees** for major events taking place in Manitoba
- **Organizations** that have a direct business relationship with Manitoba Liquor and Lotteries

Additional Eligibility Considerations

Applying events, organizations and programs should also be:

- Accessible to the public and directed toward the community at large
- Provide significant economic gains for the host community
- Viable without continued support from MBLL, and
- Manitoba focused with the majority of funds raised staying in the province to benefit Manitobans

¹ Manitoba Liquor and Lotteries also provides financial support for programing that delievers education and/or treatment related to the use of gaming, liquor and cannabis. For more information, please visit our [Social Responsibility Funding](#) page.

Marketing/Communication Considerations

Applicants should also be able to demonstrate a reasonable return on financial investment by providing one or more of the following benefits to MBLL:

- Significant brand recognition to MBLL and/or its brands
- Opportunities for brand activation and/or advertising to promote MBLL's products
- Marketing/communications access to target audiences specific to Manitoba Liquor and Lotteries' business objectives
- Opportunities for gaming or beverage alcohol product education and social responsibility messaging
- Volunteer opportunities for Manitoba Liquor and Lotteries' employees.

In-eligibility Considerations

MBLL is unable to provide sponsorship or financial support for:

- For-profit organizations
- Third-party fundraising events
- Core funding and/or ongoing operational costs
- Events that primarily target children and youth
- Research projects
- Endowment campaigns or projects
- Political parties, political initiatives or candidates
- Advocacy organizations or those with a controversial mission
- National or international initiatives where Manitoba is not the host
- Religious organizations that limit accessibility and community inclusion
- Individual or team pursuits (e.g. wedding socials, trips)
- Events/organizations of a narrow scope (e.g. limited audience/demographic)
- Fraternal organizations
- Community club teams and events (e.g. Scouts, choirs, bands, athletic tournaments)