

**POLICY AND GUIDELINES FOR THE  
ADMINISTRATION OF GRANTS AND  
SPONSORSHIP**

January 2022

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## 1.0 INTRODUCTION

The Ministry of Tourism, Culture and the Arts (the Ministry) was established on August 19<sup>th</sup> 2020 after the conjoining of the Ministry of Tourism and the then Ministry of Community Development, Culture and the Arts. The Community Development component was merged with the Ministry of Sport to become the Ministry of Sport and Community Development.

The former Ministry of Tourism sponsored events for the purpose of marketing and promoting destination Trinidad and Tobago, whilst the Division of Culture and the Arts managed a Grant facility that provided support to applicants under the National Days and Festival Fund (NDFF) and the Contribution to Cultural Organizations (CCO). These three funding areas now fall under the remit of the MTCA.

The Ministry has established a Grants and Sponsorship Committee which is responsible for administration of these three funds under the purview of the Ministry.

## 2.0 KEY DEFINITIONS

**APPLICANT** - Any organisation, special interest group or individual that submits a completed Application for Grants and Sponsorship for consideration by the Ministry of Tourism, Culture and the Arts .

**DOMESTIC TOURISM** - Travel by residents of a given country within that country for pleasure or vacation.

**DOMESTIC SPONSORSHIP** - Provision of support to local tourism stakeholders for the purpose of assisting signature tourism events/festivals that contribute to the development of tourism and culture.

**GRANT** - A financial award provided by Government to an individual or organisation for a specific project or purpose that serves a greater good and is critical to fulfilment of the Ministry's mandate. A grant does not include technical assistance or other financial assistance, such as a loan or loan guarantee, direct appropriation, or revenue sharing and the grantee is not expected to repay the money.

**GRANT AGREEMENT** - A legal *Letter of Exchange* (agreement) which sets forth and memorialises the terms and conditions of a grant made by the Ministry to a grantee pursuant this Policy. All international grants are to be bound by a formal Agreement outlining the expectations of both parties.

**GRANTS PROJECT COMPLETION REPORT** – A financial analysis of the activity which shows that funds granted were used for the purpose outlined in the initial application.

**FORCE MAJEURE** - An act, omission, cause or circumstance outside a party's reasonable control including, without limitation, pandemic, epidemic, inclement weather, fire, storm, flood, earthquake, explosion, accident, enemy acts, war, sabotage, labour dispute, riot or civil commotion and an act or omission of a third party.

**INTERNATIONAL SPONSORSHIP** - Provision of support for innovative marketing and promotion opportunities that enables the Ministry to execute its mandate and achieve international country and destination branding objectives.

**SPONSORSHIP PROJECT COMPLETION AND EVALUATION REPORT** - A financial analysis and narrative of the activity, event or initiative, feedback, survey findings and outcomes. This report is to be submitted by recipients of **sponsorship** funding as a mandatory pre-requisite for the disbursement of the remaining amount, namely 30% of approved sponsorship funding held by the Ministry.

**SPONSORSHIP** - A purchase of the right to associate the sponsor's name, products and services with the sponsored organisation's service, product or activity in return for negotiated benefits. Sponsorship rights can be purchased through financial contributions or the provision of in-kind goods and/or services. Sponsorships can be either domestic or international:

- (i) domestic sponsorships relate to domestic signature events and festivals, niche tourism activities and domestic promotions and marketing initiatives; and
- (ii) international sponsorships relate to international marketing activities, international promotions, trade shows and requests from embassies that redound to the benefit of Trinidad and Tobago.

**SPONSORSHIP AGREEMENT** - A written, legal document outlining the negotiated terms and conditions for a sponsorship. Agreements may be with a registered business, community group, organisation or individual. Dependent upon the amount of the grant and/or complexity of the arrangements, may take the form of:

- (i) an Exchange of Letters that is countersigned by the sponsor; or
- (ii) a more formal Sponsorship Agreement and Schedule.

All international sponsorships are to be bound by a formal Agreement outlining the expectations of both parties.

**STAKEHOLDERS** - Individuals who have a vested interest in development of tourism culture and the arts, including community members; environmental, social, and community NGOs; natural resource, planning, and government officials; hotel owners, tour operators, guides, transportation providers, and representatives from other related services in the private sector.

**TOURISM** - Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

**TOURISM STATE ENTERPRISE** - A State Agency with responsibility for the marketing and promotion of destination Trinidad and Tobago.

### 3.0 OPERATING PRINCIPLES

This Grants and Sponsorship Policy is guided by the seven (7) core principles listed below:

- 1. Accountability*                      The use of transparent management systems in administering the Funds while requiring recipients to account for the funding/sponsorship received.
- 2. Collaboration and partnerships*                      Recognition that there are synergies to be gained through the development of relationships in which individuals and organisations work together for the common good.
- 3. Equity and fairness*                      The provision of funding in a manner which recognises the diversity and variations in the challenges faced by organisations, communities, and districts throughout Trinidad and Tobago.
- 4. Good Governance*                      The implementation of clear management and decision-making processes that are accessible to all qualifying stakeholders, which provide consistency in the operations of all entities of the Ministry responsible for Tourism, Culture and the Arts, involved in the process for disbursement of grants and sponsorships; and ensure the appropriate sensitization of users and Officers.
- 5. Individual/Organisational Contribution*                      Promotion of a sense of responsibility and partnership with Government among civil society and the private sector in celebrating national traditions and advancing culture and tourism as key sectors for growth and development
- 6. Sustainability*                      Promotion of tangible, long-lasting change in the quality of life and opportunities afforded to individuals that can result in improvements in their physical environment through holistic planning for human, social, cultural, relational and environmental transformation without undermining future development potential.
- 7. Transformation*                      Prioritisation of initiatives which promote cultural development, support the development of tourism and facilitate national pride, good citizenship and diversity.

## **4.0 POLICY'S ALIGNMENT NATIONAL DEVELOPMENTAL GOALS**

The Grants and Sponsorship Policy is guided by broader national policy objectives outlined in the Vision 2030- The National Development Strategy of Trinidad and Tobago. Three challenges identified in the strategy are the country's dependence on the energy sector, the challenge of managing a diverse society and our inability to take advantage of rapidly changing technology. The measures contained in this policy are intended to manage how the Ministry supports stakeholder initiatives that may directly address these challenges.

Our culture while unique, must be competitively positioned globally and therefore leveraged to promote tourism growth. Culture and the Creative Sector's economic contribution and role in increasing awareness of the destination is in keeping with the National Tourism Policy's guiding principles which speak to development of competitive high quality products and services, commitment to digital transformation, a visible international brand, developing an experience-driven sense of place and stakeholder collaboration.

Therefore, the objective of this policy is to support ventures that fulfill the Ministry's mandate to implement public sector programmes that increase visitor arrivals and development cultural and creative industries.

## **5.0 POLICY OBJECTIVES**

- To provide guidelines for fair and equitable disbursement of grants and sponsorships.
- To ensure transparency and equity in dissemination of grants and sponsorships.
- To improve competitiveness of culture, creative and tourism sectors.
- To increase visitor arrivals and visitor expenditure.
- To support industry partners and key tourism stakeholders.
- To establish mechanisms for the effective monitoring and evaluation of disbursements.

## 6.0 POLICY SCOPE

The following areas are governed by the policy.

### 6.1 Culture and Creative Arts

Projects tailored specifically to the development of various creative genres surrounding the visual and performing arts.

### 6.2 National Days and Festivals

Commemoration of the following Religious Festivals and National Days which also aims to encourage community participation and cultural upliftment:

- Christmas Day
- Corpus Christi
- Divali
- Easter
- Eid-ul-Fitr
- Emancipation Day
- Hosay
- Independence Day
- Indian Arrival Day
- Phagwa
- Ramleela
- Republic Day
- Shouter Baptist Liberation Day

### 6.3 Sponsorships

- Festivals and events which showcase destination Trinidad and Tobago, our local culture, cuisine, craft sport and entertainment.
- Journalistic and marketing endeavours that promote destination Trinidad and Tobago such as Press Trips and Familiarisation Tours;
- Cultural, Tourism and Business Trade Shows.

Notwithstanding the areas outlined in the three categories above, consideration will be given to projects/events that seek to develop culture, arts and tourism. These will be agreed upon by all Committee Members and the submission by any such Applicant will be considered in terms of its individual merit.

## **7.0 APPLICATION PROCESS: Culture and Creative Arts Fund (CCAF) and National Days and Festivals Fund (NDFF)**

### **7.1 General Guidelines for Submission of Applications**

Applications are to be submitted using the prescribed application forms only, provided at **Appendix I and II** CCAF (I) or (O) and **Appendix III** (NDFF). These are available for download at [www.tourism.gov.tt](http://www.tourism.gov.tt). In addition to the completed application form the applicant must submit:

- (a) A copy of the Incorporation Certification or company registration documents;
- (b) A Cover Letter addressed to the Permanent Secretary stating clearly what is being requested;

Applicants may also be asked to provide a detailed budget in addition to the budget submission on the application form.

The Committee reserves the right to request any other documentation that will provide clarity to the applicant's submission.

Applications for grants should be submitted at least **two (2) months** prior to the event to facilitate processing. However, the committee can consider an application within the timeframe it is received once the application shows strong alignment with the Ministry's strategic goals for the development of both the tourism and culture sectors.

The application package, with all supporting documents are to be addressed to:

**Permanent Secretary  
Ministry of Tourism, Culture and the Arts  
Attention: Grants and Sponsorship Secretariat  
Ministry of Tourism, Culture and the Arts  
Levels 8 – 10, Tower C, International Waterfront Complex 1A Wrightson Road,  
Port of Spain, Trinidad and Tobago**

The application package can be submitted in hard copy or electronically to [grantsandsponsorship@gmail.com](mailto:grantsandsponsorship@gmail.com). The Ministry assumes no liability for delivery failures. Should an incomplete package be received, the applicant will be informed of the deficiencies and permitted to provide the outstanding document(s).

### **7.2 Eligibility**

#### **7.2.1 Eligibility Requirements: Groups/Organizations/Companies**

Organizations, Groups or Companies applying for assistance must satisfy and submit evidence in support of the following criteria:

1. Must be properly constituted with rules/regulations/bye laws, **where relevant**:
  - a. Organization – Sole proprietorship declaration;
  - b. Company – Certificate of Incorporation/Articles of Registration;
  - c. Audited financial statements for the preceding year, where applicable;
  - d. Minutes of Annual General Meetings for the past two (2) years or during its time or operation.
2. Must have been in operation for at least **six (6) months** prior to the date of the application.
3. Evidence of fund-raising efforts.

The Committee will also consider support in cases where the works of artistes or organizations are under direct threat and whose plight may not otherwise be considered by other government agencies.

### 7.2.2 Eligibility Requirements: **Individuals**

Individuals may access grant funding **only** under the Culture and Creative Arts Fund (CCAF) and should meet the following eligibility criteria:

1. Evidence of Trinidad and Tobago citizenship/residence;
2. Evidence of individual fund-raising efforts or other sources of financing;
3. Evidence of registration with the Artist Registry of Trinidad and Tobago (ARTT) under the Ministry of Tourism, Culture and the Arts will be an asset. ***Persons who are not registered will be encouraged to commence the process;***
4. Proof of invitation from an external entity and evidence of recognition earned in a particular field
5. In the case of persons travelling for training, seminars and conferences, applicants must provide proof of invitation and recognition earned in the particular field.

*Persons applying for film productions are to obtain endorsement of their work from ARTT and/or the Trinidad and Tobago Film Company (FilmTT), in advance of their application.*

### 7.2.3 Ineligible Activities/Events/Projects under the CCAF

These include:

- Beauty pageants that **do not** promote the destination and/or cultural development;
- Projects of School Administrations (excluding the Parent/Teacher Associations), Government Ministries, Departments and Agencies;
- Academic Scholarships;
- Projects which are deemed to promote acts of violence, lewdness, hatred and/or divisiveness;
- Musical instruments for bands and ensembles; and
- Paid performances by artistes that are NOT part of an overall destination marketing initiative (local or overseas).

The above list is not exhaustive and the Ministry retains the right to decline a grant application which the Ministry in its sole discretion considers inappropriate or unsuitable.

## 8.0 EVALUATION PROCESS: CCAF and NDFF

All Grant applications under the CCAF and the NDFF will be assessed by an assessment sub-committee according to the following criteria:

1. Individual/Organisation's financial contribution to the project
2. Individual/Organisation's track record
3. Individual/Organisation's contribution to and community participation
4. Project's feasibility and innovativeness; and
5. Project's overall impact.

The percentage of **requested funding** will be allocated according to the scores obtained as detailed below:

<i>Total Score</i>	% of maximum funding consideration
<b>46 – 50</b>	100%
<b>40 – 45</b>	85%
<b>36 – 40</b>	75%
<b>30 – 35</b>	65%
<b>25 – 29</b>	55%
<b>24 and under</b>	No funding recommended

*Table 1*

Notwithstanding the rubric in *Table 1*, the Committee reserves the right to recommend funding based on the overall merits of the application.

Detailed score sheets at **Appendix IV and V**.

## 9.0 APPLICATION PROCESS: Sponsorship

Support of certain projects/events are part of the Ministry's mandate to guide the growth and sustainable development of the tourism and culture sectors.

Applications must be submitted **at least two (2) months** in advance of the event. However notwithstanding the timeframe for submission applications that contribute to the achievement of the Ministry's objectives for development of the sector may be considered within a shorter timeframe.

When submitting a **Sponsorship Request Form (Appendix VI)**, the following supporting documentation should be included as part of the application:

- In the case of an application by an individual, evidence of being a bona fide artist or promoter, eg.
  - Evidence of Trinidad and Tobago citizenship/residence;
  - Evidence of individual fund-raising efforts or other sources of financing;

- Evidence of registration with the Artist Registry of Trinidad and Tobago (ARTT) under the Ministry of Tourism, Culture and the Arts will be an asset. *Persons who are not registered will be strongly encouraged to commence the process;*
- In the case of an application by an organization, certificate of registration or incorporation
- A Proposal (including a detailed budget where applicable);
- A Communication/Media/Marketing Plan for the activity/event.

The package of documents are to be addressed to:

**Permanent Secretary  
Ministry of Tourism, Culture and the Arts  
Attention: Grants and Sponsorship Secretariat  
Levels 8-10, Tower C, International Waterfront Complex  
1A Wrightson Road, Port of Spain  
Trinidad and Tobago**

Submission can be done in hard copy or electronically to [grantsandsponsorship@gmail.com](mailto:grantsandsponsorship@gmail.com) utilizing the official application forms. **The Ministry assumes no liability for delivery failures.**

Should an incomplete request be submitted, the Secretariat will communicate with the Applicant regarding the deficiency and the requirements for redress.

## **9.1 Eligibility Requirements for Sponsorships**

An application will be considered eligible for sponsorship if the proposed project/event:

- i. can attract significant international publicity and media coverage for Trinidad and Tobago as a tourist destination in its key source and niche markets;
- ii. demonstrates a capacity to generate significant awareness of the destination through marketing and promotional activity;
- iii. supports the mandate of the Ministry and its policies, and improves tourism education and awareness among the local community;
- iv. develops and enhances signature festivals and events that improve the local tourism product; or
- v. promotes Trinidad and Tobago through mainstream, non-traditional, domestic and /or international media coverage.
- vi. Provides avenues for collaboration and Public Private Partnerships

## **9.2 Other considerations for Sponsorship**

- Sponsorship funding should be used only for the purpose for which it was granted.
- Sponsorship funding must be expended within the contractual time-frame.
- Where the event is a competition, funds are not intended as prizes to contestants and the Ministry accepts no liability for non-distribution of prize monies.

- An approved sponsorship will be subject to an initial disbursement of **seventy per cent (70%)** of the value of the approved sponsorship upon execution of the agreement.
- The disbursement of the **thirty per cent (30%)** is subject to the approval of the **Sponsorship Project/Event Completion and Evaluation Report (Appendix VII)**. The report should include an indication of the fulfilment of the sponsorship objectives of the project/event.

Sponsorship funding will not be considered in any of the following cases:

- Promotion of Divisiveness - any activity, in the opinion of the Ministry of Tourism, Culture and the Arts, which has the potential to cause discord, national instability and degrades moral fabric, or which contravenes the Laws of the Republic of Trinidad and Tobago;
- No evidence of Strategic Alignment – any project that does not align with the goals of the Ministry and does not further the achievement of its mandate.
- Incidence of Reputational Damage - any project that seeks to do harm to the reputation of the Ministry and/or Trinidad and Tobago or any of the governing structures of the country.

The above list is not exhaustive and the Ministry reserves the right to decline a sponsorship application which the Ministry in its sole discretion considers inappropriate or unsuitable.

## 10.0 EVALUATION PROCESS: Sponsorship

For Sponsorship, requests will be evaluated according to the following four (4) criteria:

1. Tourism Content
2. Awareness, Publicity and Branding
3. Tourism Product Development (including cultural initiatives)
4. Project Impact (Development of the culture and tourism sectors)

The share of the requested sponsorship funding in keeping with the assessed scoring levels will be allocated as follows:

Total Score	Value of Sponsorship recommended as a share of the <b>requested funding</b> requested
91-100	100%
81-90	90%
71-80	80%
61-70	70%
51-60	60%
50 and under	No Funding Recommended

*Table 2*

In cases where the Applicant proposes a package of marketing activities, the full amount of the request may be considered to provide the Ministry with the maximum benefits to be derived from promotional activity. The Committee reserves the right to recommend funding based on the merits of the application.

Notwithstanding the allocation of funding in Table 2, the Committee reserves the right to recommend support based on the merit of each application.

Detailed score sheet at **Appendix VIII**.

## 11.0 CONDITIONS OF GRANTS AND SPONSORSHIP

### 11.1 Reporting Requirements for Recipients of Grants under the CCAF and NDFF

Grant recipients are required to submit the following to the Secretariat to satisfy the following reporting requirements:

- i. Provision of audited financial statements, inclusive of bills in the case of Grants in excess of \$100,000.
- ii. Provision of statement of expenditure.
- iii. Evidence of the event/activity's completion provided through newspaper clippings, photographs, links and video clips and other related media.
- iv. Submission of a **Grants Project/Event Completion Report. (Appendix IX)**
- v. Only upon submission of items at (i) to (iv) above, the successful applicant will receive one hundred per cent (100%) of the approved sum.

### 11.2 Reporting Requirements for Recipients of Sponsorships

Recipients of Sponsorship funding are required to satisfy the following reporting requirements:

1. Once the **seventy percent (70%)** sponsorship funding is disbursed and the project/event is completed, the recipient must provide a **Sponsorship Project/Event Completion and Evaluation Report**. This report should demonstrate whether the project/event achieved its objectives. Failure to comply will result in the disqualification of the recipient:
  - (a) to access the remaining **thirty percent (30%)** of the sponsorship funding; and
  - (b) from further consideration for future funding.

If upon review, the **Sponsorship Project/Event Completion and Evaluation Report** is deemed deficient, the funding recipient will be informed of the gaps and must submit a revised report upon written notice. The remaining **thirty per cent (30%)** of the approved sponsorship shall not be disbursed by the Ministry unless all identified gaps are addressed.

## 12.0 MARKETING AND BRANDING

All logo placement, television commercials, video footage, advertising and use of the Ministry's name/logo must be communicated and agreed upon. To this end, the Applicant must secure the Ministry's approval of all advertising content that will be used to promote either the Ministry's support or the destination.

In respect of Grants, the Ministry may negotiate with individuals and/or organisations that receive sums of \$100,000 and above to determine appropriate activities including but not limited to:

- Ministerial Presence/Welcome Remarks
- Joint Marketing/Advertising of the events via digital media
- Branding at the event
- Benefits such as tickets or facilitating attendance

With respect to applications for support not requiring a financial outlay by the Ministry, such requests will be assessed to determine mutually beneficial marketing and branding opportunities.

### **13.0 COMMITTEE REPORTS**

Reports on the Committee's recommendations for funding under the NDFF, CCAF and Sponsorship will be forwarded to the Minister for review and final approval under cover of a Ministerial Note. This will be accompanied by a Ministerial Minute and will serve as formal approval of the grant or sponsorship. Upon review, the Minister can exercise his/her discretion regarding any recommendation made by the committee.

The report must be accompanied by a matrix outlining the process that guided the Committee's deliberations. All Committee Members must sign both the report and the matrix as an indication of their concurrence with the details of the report.

### **14.0 ETHICAL CONSIDERATIONS AND CONFLICTS OF INTEREST FOR GRANTS AND SPONSORSHIPS**

Applicants for Grants and Sponsorships are expected to act in good faith and are to be guided by the principles of honesty, accountability and transparency in interacting with the Ministry responsible for Tourism, Culture and the Arts. The following considerations are to be noted:

- The Ministry reserves the right to take any and all action(s) deemed necessary against grant and sponsorship applicants and/or recipients in all instances of fraudulent activity, misappropriation of funding, malfeasance or misrepresentation and/or non-disclosure.
- Recipients of grants and sponsorship are required, at all times, to hold the Ministry's interests paramount with strict avoidance of conflicts of interest (which include actual, potential or perceived conflicts of interest) particularly with other assignments.
- All recipients are under an obligation to immediately inform the Ministry, in writing, of any conflict of interest that impacts its/their capacity to deliver on grant/sponsorship activities and secure the best interest of the Ministry during or in relation to the grant/sponsorship process.
  - Failure to disclose such situations may lead to the immediate disqualification of the recipient and the cessation of any and all rights and/or advantages under the Grant or Sponsorship Agreement. A conflict of interest may result in an Applicant or grant/sponsorship recipients being disqualified and debarred from obtaining any future grant/sponsorship from the Ministry.
- In submitting an application, the applicant warrants that its proposal and other supporting documents have not been prepared as a result of any collusive, coercive, fraudulent, obstructive or improper conduct in the preparation and submission of their Proposal and other supporting documents. Attempts to influence or provide any form of inducement (personal or otherwise), reward or benefit to any of the Ministry's representatives; or attempts, by any means whatsoever, to manipulate the sponsorship process proceedings will result in the immediate disqualification of Applicants or Grants and Sponsorship recipients from obtaining any future support or funding.
- The Ministry reserves the absolute right to report any suspected irregular, collusive or fraudulent conduct by Grant/Sponsorship applicants or recipients to the relevant Authority/Authorities and to provide that Authority/those Authorities with all relevant information including but not limited to the proposals of the applicants or recipients.

- Groups which have failed to utilise grant/sponsorship funding for the intended purpose or have utilised items purchased with the grant or sponsorship contrary to the stated use, will not be eligible for future funding for a minimum period of **two (2) years** or such other longer period determined by the Ministry, based on the magnitude of the discrepancy.

The disbursement of grant and sponsorship funding does not bind the Ministry to any legal obligations, save and except for the conditions of the Sponsorship Agreement or the Grants Letter of Exchange/Agreement.

## **15.0 TRANSPARENCY OF INFORMATION**

Information about Applicants as well as Grant and Sponsorship Recipients will be made available to the public upon request; and the Ministry will maintain a register of Grants and Sponsorship Recipients, which may be published.

## **16.0 MONITORING AND EVALUATION**

Effective management practices shall be applied at all stages of the Grants and Sponsorship process. These include assessment of project plans, oversight of the implementation process and appropriate feedback mechanisms. The management processes employed should enable the Committee and its Secretariat to identify any shortcomings and make suitable recommendations for quick intervention.

Each grant and sponsorship arrangement shall be monitored to ensure compliance with the terms and conditions set out within the respective Letters of Exchange/Agreements. This includes but is not limited to the republishing of event coverage, use of logos and destination branding and other deliverables linked to milestones and sponsorship/grant entitlements.

## **17.0 DISCLAIMER**

The Ministry does not accept liability for errors or omissions contained in any advertising or other content provided or produced by any Applicant in receipt of grant or sponsorship funding. The Ministry does not accept any liability for any information or claims made by any grant or sponsorship recipient or its advertisements or advertisers. Any inclusion of the Ministry's name on a publication should not be taken as an endorsement by the Ministry.

## **18.0 POLICY REVIEW**

The Grants and Sponsorship Policy shall be reviewed when required or on a yearly basis and amended when necessary. Application and assessment forms are also subject to change upon review.