

Title: **Use of Community Event Tickets**  
Effective Date: November 26, 2015

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## **Purpose**

As a member of Manitoba's corporate community, the WCB may from time to time acquire access to tickets to events as a result of sponsorship or organizations or events, advertising or promotional activities.

Under By-law Number 2 of the WCB Board of Directors, the Board may establish protocols about gifts and tokens, including the use of community event tickets. This protocol deals with use of community ticket events.

### **1. Professional Sports Events:**

- a. The WCB is encouraged to designate tickets to professional sports games/events for distribution to community groups, charitable organizations or not-for-profit organizations, or for other charitable purposes.
- b. Tickets to professional sports games/events may not be distributed to Members of the Legislative Assembly, government officials, or members of the WCB's Board of Directors or external members of Board Committees. The President & CEO, a non-voting member of the Board of Directors, is considered a member of Executive Management Team under this Protocol.
- c. Tickets to professional sports games/events may be distributed to members of the WCB's Executive Management Team only as expressly noted below.

#### **Exceptions:**

- i. The Executive Management Team member will be performing an official task at the event, fulfilling an official role or is required to represent the WCB in an official capacity;

- ii. The Executive Management Team member receives the ticket through an employee recognition program or charity fund-raising initiative, in the same manner as non-Executive WCB employees; or
  - iii. The use of the ticket(s) is for business development or promotional purposes in accordance with established policy(ies) or business practices that have been approved by the Board of Directors and are available to the public.
- d. Distribution of tickets to professional sports games/events to persons or organizations other than those identified in ‘a’ ‘b’ or ‘c’ above must be through an employee recognition program, charitable fund-raising initiative, or for approved business development or promotional purposes in accordance with the Corporation’s established policies and business practices.
- e. The WCB must maintain records of the distribution of all event tickets.

## **2. Other Events:**

Tickets to “other events” may be directly related to the business of the WCB or may be an event supported by the WCB. Such events may include arts performances, cultural or community events and fund-raising events (e.g. charity dinners).

- a. The WCB is encouraged to designate “other event” tickets for distribution to community groups, charitable organizations or not-for-profit organizations, or for other charitable purposes.
- b. Tickets for events directly related to the business of the WCB may be distributed at the discretion of the Board of Directors or Executive Management Team of the WCB, to meet business objectives and/or to provide appropriate representation at or support for the event.
- c. Tickets to an event supported by the WCB may be distributed as follows:

- i. To a Member of the Legislative Assembly-or government official when the individual will be performing an official task, fulfilling an official role or acting in an official capacity at the event; and,
  - ii. To staff (including Executive Management Team members), a member of the Board of Directors, or other persons as the result of an employee recognition program, charitable fund-raising initiative, for approved business development or promotional purposes in accordance with the WCB's established policies and business practices, or to represent the WCB at the event.
- d. The WCB must maintain records of the distribution of all event tickets.

### **3. Future Benefits:**

In the event that ownership of an event ticket leads to a future unsponsored benefit (e.g. priority access to another event), this future benefit will not be offered to or used by any member or representative of the WCB.

#### **History:**

1. Protocol established by Board Order No. 22/12 on September 27, 2012 effective September 27, 2012.
2. Protocol updated by Board Order No. 53/15 on November 26, 2015 effective immediately. The change related to Section 2c. Other Events, subsections i and ii. The words "or member of the Board of Directors" were removed from 2Ci and inserted in 2Cii, allowing members of the Board of Directors to use tickets to an event supported by the corporation to represent the corporation at the event.