

Corporate Sponsorship Criteria & Application Process

Overview

New Found Gold is dedicated to supporting initiatives that reflect our Purpose and Values, while also advancing the sustainable development of the communities where we conduct our operations. Our corporate sponsorship program aims to foster partnerships that create lasting, positive impacts in Newfoundland and Labrador, with a focus on Central Newfoundland.

New Found Gold Purpose and Values

Generating prosperity through exploration and mining.

Our Values:

- **Leadership:** Leaders with integrity, accountability, and transparency; a company of leaders, not managers.
- **Safety:** Work and care for each other; keep each other safe and ensures we go home safe EVERYDAY.
- **Sustainability:** Development focused on sustainability; we continuously strive for improvement.
- **Community:** We are a contributing community member; building trust and being a good neighbour.
- **Courage:** Courage to make the right decisions, even when they are difficult.

Strategic Focus on Community Impact

New Found Gold is evolving its community investment approach to focus on initiatives that create meaningful, lasting impacts. Rather than providing one-time or event-specific donations, our goal is to support programs and partnerships that deliver measurable benefits and strengthen communities over time.

We prioritize sponsorships that:

- Align with our purpose and values;
 - Address identified community needs; and
 - Demonstrate potential for long-term, positive outcomes rather than short-term or one-off contributions.
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Through this approach, New Found Gold aims to build lasting relationships with organizations that share our commitment to sustainable community growth and local well-being.

We consider sponsorship proposals that align with one or more of the following criteria (listed alphabetically):

Community Development

- Local heritage, culture, and history
- Indigenous partnerships and reconciliation
- Events and festivals that foster community

Economic Resilience

- Local entrepreneurship and innovation
- Skills training and employment readiness
- Regional business development

Education and Youth

- Science, Technology, Engineering, and Mathematics (STEM) education, particularly exploration and mining related
- Youth development programs
- Scholarships and mentorship initiatives

Environmental Stewardship

- Conservation projects
- Environmental education and awareness
- Initiatives promoting sustainability

Health and Wellness

- Mental and physical health initiatives
 - Food security and nutrition
 - Local safety programs
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Eligibility Criteria

To be eligible for sponsorship, applicants must:

- Be a registered organization (non-profit, charitable, educational institution, or community association).
- Operate in or directly benefit communities within Newfoundland and Labrador (near proximity to our operations is preferred).
- Demonstrate alignment with New Found Gold's corporate values of safety, leadership, sustainability, community, and courage.
- Be able to measure and report on outcomes or impact.
- Provide a clear breakdown of how funds will be used.

Please note – we do not fund:

- Individuals or private businesses (outside of collaborative community initiatives)
- Political or religious organizations (unless inclusive and non-denominational in benefit)
- Projects already completed
- Capital campaigns or debt reduction

Application Process

1. Submission

Organizations must complete the Sponsorship Application Form, available on our website or by request. Applications can be submitted here: [New Found Gold Sponsorship Application](#)

Submissions should include:

- Organization overview
- Description of the initiative
- Sponsorship amount requested and budget
- Expected outcomes and audience reach
- Recognition opportunities for New Found Gold

2. Review

Applications are reviewed monthly by our Sponsorship Committee. Key factors considered include:

- Alignment with focus areas and values
 - Community impact and inclusivity
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- Long-term benefits or legacy potential
- Budget clarity and transparency

3. Decision

Applicants will be notified of the decision within 4-6 weeks of the review period. Successful applicants may be required to sign a sponsorship agreement outlining terms, use of funds, and recognition details.

4. Reporting

All sponsored organizations are required to submit a brief Impact Report within 3 months of the project/event completion or interim Impact Report within 6 months of receiving funding. This may include:

- Summary of outcomes
- Photos or media
- Financial statement showing fund use
- Recognition of New Found Gold's support

Contact

For questions or to request assistance with your application, please contact:

New Found Gold Sponsorship Committee
community@newfoundgold.ca
newfoundgold.ca
