

Office of Director RCEME
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Distribution List

DIRECTOR RCEME COMMUNIQUÉ NO. 01/2019
RCEME 75TH ANNIVERSARY UPDATE

Reference: A. DRCEME Communique No. 8/2017 RCEME 75th Anniversary Strategic Plan, available at http://rcmecorpsgemrc.ca/wp-content/uploads/2017/10/Communique_08_2017_RCEME_75th_Strategic_Plan_v2_EN.pdf

B. RCEME 75th Sponsorship Brochure, available at https://collaboration-materiel.forces.mil.ca/sites/rceme75anniversary/Shared%20Documents/E1.%20Project%20Management/A9.%20Fundraising%20and%20Sponsorship/RCEME%2075th%20Sponsorship%20Brochure_v7-18.04.12.pdf

C. DRCEME Communique No. 02/2018 Amplification on Non-Public Property (NPP) Donation and Sponsorship Policy and DAOD 7021-4, available at http://rcmecorpsgemrc.ca/wp-content/uploads/2018/05/Communique_2_2018_Eng_Signed.pdf

D. A-DH-200-000/AG-000, The Heritage Structure of the Canadian Armed Forces, available at <http://www.cmp-cpm.forces.gc.ca/dhh-dhp/pub/200/index-eng.asp>

PURPOSE

1. The purpose of this communique is to provide an update on RCEME 75th Anniversary National Activities, Fundraising and Product Placement.

DISCUSSION

2. National Activities. The planning and conduct of National Activities will require the issuance of exercise warning orders and general instructions. Approval and release of these documents is the responsibility of the activity office of primary interest (OPI) and differs according to the status as a public or non-public event. The signing authorities for publicly funded activities, such as an exercise or authorized training event, are unchanged and reside with the formation/unit chain of command. Non-public activities will be released by the activity OPI in accordance with guidance provided (e.g. Reference A). Once activity instructions are released then direct liaison between organizations is encouraged; indeed much of the Anniversary's success depends on local initiative and seeking out opportunities to participate.

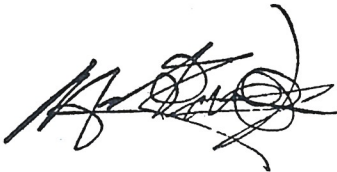
3. Fundraising. Fundraising terminology and the subtle differences between an Anniversary sponsor and a donor require reiteration the closer we get to 2019. The term sponsor implies the existence of a contract between the RCEME Guild and the sponsor in question and is articulated in the RCEME 75th Sponsorship Brochure (Reference B). All sponsorships must be coordinated

with the Chairman of the Fundraising Committee and are explained in Reference C. Complementary to sponsorship are funds (normally corporate) given locally; these are typically referred to as corporate donations/donors. The accurate use of these terms is particularly important when acknowledging sponsors and donors at local events because both parties may be present and need to be acknowledged accordingly.

4. Product Placement. In true RCEME fashion the 75th Anniversary has generated numerous requests to incorporate the Corps cap badge within/onto commercial products (e.g. glassware, licence plate holders or product labels). The RCEME cap badge is a distinctive symbol and is governed by numerous departmental policies, for example Reference D. In general four conditions must be met for these initiatives to proceed. Firstly, the vendor or manufacturer must consent to participating in the Anniversary initiative. Secondly, all laws and policies must be adhered to (including inter-provincial differences if necessary). Thirdly, persons involved in the initiative must avoid any real or perceived conflict of interest. Finally, approval must be sought from the RCEME Regional Network Council member before the product is sold or distributed.

CONCLUSION

5. The RCEME 75th Anniversary is rapidly transitioning from planning to implementation as we approach 2019. Corps members will begin to see increased communications associated with National Activities and Products. Should individuals have questions their immediate point of contact is the RCEME Regional Network representative. Further questions may be directed to Chairman 75th Anniversary Committee, Col D. Matsalla, at 613-990-4561 or devon.matsalla@forces.gc.ca.



N.P.M. Corriveau
Colonel
Director RCEME



J.H. Saunders
Chief Warrant Officer
RCEME Corps SM

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