

## **SPONSORSHIP POLICY**

(BOD: )

**Intent:** The MPCC seeks financial contributions from organizations, businesses and individuals to support its work. Establishing a policy clarifies the selection process and confirms the responsibilities of all parties.

### **Policies and Procedures:**

1. A sponsor is defined as an organization, business or individual who wishes to financially support the work of the MPCC in exchange for a benefit to the organization, business or individual.
2. A sponsor may be an incorporated business, not-for-profit, charity, organization associated with a level of government or individual.
3. The sponsor must share and support the values of the Manor Park Community Council: fostering community spirit, meeting needs, promoting healthy living, building social capital, maintaining inclusivity and bringing people together.
4. The sponsor must support the mission and vision of the Manor Park Community Council.
5. Tobacco and vaping sponsors are prohibited, as are sponsors associated with political parties.
6. Sponsors related to alcohol and cannabis are restricted to adult programs and activities.
7. No sponsor may be involved in the sale or distribution illegal substances or in activities which, through association, would reflect poorly on the Manor Park Community Council.
8. Organizations from the local community may be preferentially selected as sponsors.
9. Contributions over \$5000 to recreational programs or activities must be reported to the City of Ottawa.
10. The promotional benefit offered by the MPCC, and received by a sponsor, may be any or all of: advertising and promotion in various media; editorial mention; social media shout-outs, and general good will.
11. At least annually, MPCC management will identify programs or activities that would benefit from financial support of a sponsor.
12. At least annually, the MPCC management will identify and quantify benefits to offer to a sponsor.
13. The MPCC may create sponsorship packages where multiple programs or activities are combined and made available at set price levels.
14. Contributions to the MPCC by a sponsor may include money, in-kind donations (ie. contracted services), or resources (ie equipment).
15. Where a sponsor's offer to the MPCC is not money, the MPCC management will assign a dollar value to the offer.
16. Sponsorships shall be for a defined term, and the details shall be confirmed by the MPCC in writing.
17. Sponsorship does not automatically renew at the end of the term unless otherwise agreed.
18. Prior sponsorship does not guarantee access to future programs or activities.
19. Receipts to sponsors will identify the contribution of the sponsor and the associated program or activity.