



CACP CORPORATE SPONSORSHIP GUIDELINES

The Canadian Association of Chiefs of Police (CACP) actively engages and works with responsible, reputable companies from a variety of businesses and public sector agencies that choose to support the mandate, objectives and beliefs of the CACP through sponsorship funds.

WHAT IS SPONSORSHIP?

Sponsorship is a business relationship in which two entities exchange things of value, including a public display of support. Corporate sponsorship is a well entrenched strategy for *Not For Profit* Associations to increase their financial resources, to secure in-kind assistance in exchange for giving corporate sponsors various kinds of benefits.

AUTHORITY

Authority to negotiate and approve sponsorship is provided by the Board of Directors to the Executive Director. It is the responsibility of the Executive Director, on a yearly basis, to report to the Executive Committee on all sponsorship acceptances and arrangements.

SELECTING A SPONSOR

All sponsors are to be discreetly vetted. Their motivation for involvement, together with their history, reputation, legitimacy and ethical standing must be well documented in the proposal for consideration.

Sponsorship will not be accepted if:

- It is a 'political party';
- The type of products or services the organization markets are not relevant to and compatible with the projects being sponsored;
- The marketing methods the sponsor uses are unacceptable to the CACP and it causes our community partners concern;
- The sponsors promotional approach is not compatible with the CACP's corporate mission;
- The sponsors public image, in the marketplace, is negative;
- The sponsors present and past activities, interests and associations are in conflict with those of the CACP;
- CACP cannot maintain complete control over program and program content the sponsor is supporting;
- Acceptance of sponsorship funds constitutes an endorsement of the sponsor, its products or employees;
- The event or activity to be sponsored is inconsistent with the aims and objectives of CACP;
- The Corporation / Business sponsoring the event is not considered to be, or have the potential to be, a leader in their respective fields and have earned a reputation for their excellence and corporate values;
- The CACP Ethical Framework (Appendix A) will form the filter used to make the appropriate determination of Sponsorship

SPONSORSHIP LEVEL

To be determined for each event or occasion and stated in writing.

NEGOTIATING THE SPONSORSHIP DEAL

Negotiation of sponsorship deliverables is the responsibility of the CACP National Office, with final approval from the Executive Director. If the Executive Director is unsure, in regard to any aspect of a sponsorship initiative, he/she is encouraged to consult with the President / Secretary Treasure or Executive.

REQUIRED DOCUMENTATION

All sponsorship arrangements must be in writing. A formal sponsorship agreement, which covers a specific performance of work, is to be completed. This need only be a brief statement, which sets out clearly the intentions of both the CACP and the sponsor. This agreement is necessary to avoid any misunderstanding or false expectations of the arrangement. A copy of the CACP Sponsorship Guidelines is to be provided to each event sponsor.

FINANCIAL MANAGEMENT

The CACP or the Firm, designated by the CACP, to seek sponsorship, will deal with all instances involving the transfer of sponsorship funds.

Sponsorship arrangements may only be used to promote CACP's mandate, objectives and goals. Sponsorship in the CACP is to be used for program enhancement only.

ACCOUNTABILITY AND TRACKING SPONSORSHIP

It is imperative that stringent accounting and tracking practices are used for all sponsorships, not only financial accounting/tracking but also deliverable or communications that are key to the outcome and management of the overall file.

SPONSORSHIP OUT

The CACP is not in the business of providing sponsorship contributions of any kind in the category of what is defined as 'sponsorship out'. 'Sponsorship out' would mean that the CACP are supporting an initiative undertaken by an outside organization through the provision of funds or 'in-kind' resources. The CACP is a Not For Profit funded organization that is not in a position to provide funds to outside organizations beyond our policing mandate. For the CACP the term 'sponsorship in' can describe the approved activity by which the CACP is in receipt of a sponsorship which may have been solicited or unsolicited.

VERIFICATION OF THE REPUTATION OF A CORPORATE SPONSOR

The Executive Director shall be satisfied the sponsor meets the criteria for sponsorship acceptance by performing due diligence and when requested reporting to the Executive Committee. He or she shall monitor and ensure the terms and conditions of all sponsorships are abided by and where necessary shall report to the Executive Committee any breaches of the arrangement likely to bring discredit upon the reputation of CACP.

CACP retains the right to cancel any sponsorship agreement for any reason. *All sponsorship fees shall be immediately refunded to the Sponsor in the event of CACP initiating a cancellation.*

ACKNOWLEDGMENTS

CACP may have a system of acknowledgements of sponsors that recognizes the sponsor's commitment. CACP may permit a sponsor to publicize its sponsorship provided the wording of the publication has been approved by the Executive Director.

LOGO

Sponsors wishing to use the CACP logo must request permission in writing and receive CACP's approval prior to use. Sponsor shall comply with CACP application and approval processes. CACP and Sponsor retain full ownership and control of their respective word marks and logos.

ACCESS TO MAILING LIST

Sponsors will not be allowed direct access to the CACP database however the sponsorship agreement may include an arrangement for CACP to forward materials, samples or other written material to CACP members subject to appropriate consent by the members for the event in question.

PRESS RELATIONS

Press releases must be written in collaboration with CACP and sponsors may not issue press releases relating the joint activity/initiative without prior agreement and approval. CACP shall provide the Sponsor with the opportunity to review any press release prior to its publication where the Sponsor is mentioned or its logo or word mark is used or displayed.

CACP CHARITY OF CHOICE

On March 10, 2020, the CACP Board of Directors approved Special Olympics Canada as the CACP Charity of Choice.

CHARITABLE DONATIONS

The CACP Board of Directors may designate a Charity of Choice for the CACP by way of a motion. Any CACP event that is donating funds in lieu of speaker gifts may make a portion of those funds payable to that Charity of Choice. If the organizing committee identifies other charities that align with the conference theme or are proving benefit in the community, either generally or in geographical location of the event, those charities maybe considered as additional potential recipients. All potential recipients shall be vetted and approved prior to the donation by the Executive Director of the CACP using the guidelines of the Sponsorship Guidelines.

Ethical Frameworkⁱ

Ethical Foundation

The ethical foundation of justice, rule of law, moral core, human dignity and democratic principles forms the context for ethical decision making, which must guide our decisions.

Justice

Fairness, equity and impartiality in the application of the law.

Rule of Law

Equality of access to the rights enshrined in the Constitution and the Charter of Rights & Freedoms.

Moral Core

The moral imperative to act in a manner that is consistent with what is good, right and just.

Human Dignity

Respect for human dignity and the rights of persons.

Democratic Principles

The balance of individual and personal freedoms with the concept of social order and the general public good.

Recognition of the legitimate authority of officeholders and the importance of maintaining the public trust.

Ethical Values

The "rightness" of a decision can be judged on whether it is consistent with these ethical values:

- Caring
- Courage
- Equity
- Integrity
- Openness
- Respect
- Transparency
- Trustworthiness

Executive Responsibilities

The key relationships for police executives are with the public, their police staff and organization, their professional partners, and themselves personally.

Public

Executive responsibilities of CACP members toward the people they serve, and public officials include:

- Actively advancing the public safety agenda
- Being a wise steward of public resources
- Providing competent and responsive services
- Building value-based relationships
- Exercising diligence
- Consulting effectively
- Respecting the legitimate authority of officeholders
- Being accountable

Police Staff and Organization

Executive responsibilities of CACP members toward employees of his/her own police service, and the police service as a corporate entity, include:

- Setting and focusing on the strategic priorities
- Promoting continuous learning and career development
- Fostering professionalism
- Maintaining accountability
- Setting the moral tone
- Providing for participation, consultation and feedback
- Fostering a healthy and safe work environment
- Supporting honest mistakes
- Clarifying roles and responsibilities
- Promoting harmonious labour relations

Professional Partners

Executive responsibilities of CACP members toward others in the policing profession and others engaged in services related to the policing profession include:

- Building value-based relationships
- Clarifying and respecting roles
- Sharing knowledge
- Upholding the public trust
- Being accountable
- Cooperating and collaborating
- Consulting effectively

Personal

Executive responsibilities of CACP members toward themselves include:

- Maintaining focus on the strategic direction
- Modeling leadership attributes
- Managing life-work balance
- Delivering on commitments
- Persevering
- Developing themselves
- Maintaining self-discipline
- Avoiding conflicts of interest and the appearance of personal gain

Considerations for Ethical Decision-Making

The following are issues for consideration and guidance in the decision-making process.

1. Consistency with the law, police policy and regulations
2. Consistency with the CACP Ethical Framework
3. Identification of those potentially affected by the decision
4. Probable consequences of the decision
5. Potential for good over harmful outcomes from the decision
6. Potential for a conflict of interest or the perception of personal gain
7. Ability to justify the decision in terms of the public trust

If members feel isolated in the resolution of ethical issues, the CACP encourages them to consult colleagues or others with experience in the areas under consideration. Simply discussing an issue can facilitate good decision-making.

Police leadership is serious work and there are important issues at stake. It requires a technical competence and a willingness to take difficult action in trying times. As well, it requires a recognition that we must act with a concerted commitment to serve and protect using democratic principles in the service of law while honouring human dignity in the pursuit of justice. It is adhering to this ethical framework that distinguishes us as professionals.

ⁱ <https://cacp.ca/ethical-framework.html#50>