

CACP CORPORATE SPONSORSHIP GUIDELINES

C.A.C.P 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 C.A.C.P through sponsorship funds.

What is a 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' or a 'religious organization';
- 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 C.A.C.P and it causes our community partners concern;
- The sponsors promotional approach is not compatible with the C.A.C.P'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 C.A.C.P;
- C.A.C.P 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 C.A.C.P;
- 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;

Sponsorship Level

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

Negotiating the Sponsorship Deal

Negotiation of sponsorship deliverables is the sole responsibility of 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 C.A.C.P and the sponsor. This agreement is necessary to avoid any misunderstanding or false expectations of the arrangement. A copy of the C.A.C.P Sponsorship Guidelines is to be provided to each event sponsor.

Financial Management

The C.A.C.P Office Manager or the Firm, designated by the C.A.C.P, to seek sponsorship, will deal with all instances involving the transfer of sponsorship funds. 'Sponsorship arrangements may only be used to promote C.A.C.P mandate, objectives and goals. Sponsorship in the C.A.C.P 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 C.A.C.P 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 C.A.C.P are supporting an initiative undertaken by an outside organization through the provision of funds or 'in-kind' resources. The C.A.C.P 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 C.A.C.P the term 'sponsorship in' can describe the approved activity by which the C.A.C.P 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 C.A.C.P.

C.A.C.P retains the right to cancel any sponsorship agreement for any reason.

Acknowledgements

C.A.C.P. may have a system of acknowledgements of sponsors that recognizes the sponsor's commitment. C.A.C.P. 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 C.A.C.P. Logo shall comply with C.A.C.P. application and approval processes.

Access to Mailing List

Sponsors will not be allowed direct access to the C.A.C.P. database however the sponsorship agreement may include an arrangement for C.A.C.P. to forward materials, samples or other written material to C.A.C.P. members.

Press Relations

Press releases must be written in collaboration with C.A.C.P. and sponsors may not issue press releases relating the joint activity/initiative without prior agreement and approval.