

## IAP2 BC SPONSORSHIP POLICY

### DEFINITION

A **sponsorship** is a marketing-oriented, contracted financial alliance between IAP2 BC and a for-profit enterprise, corporation or individual. Sponsorships can be beneficial alliances in which IAP2 BC receives a fee or other consideration and the sponsor benefits from market exposure and/or promoted products or elevated corporate profile. Funds provided to IAP2 BC through sponsorships are not eligible for charitable income tax receipts in accordance with Canada Revenue Agency (formerly known as Revenue Canada) Regulations and Guidelines. A sponsorship is not a donation.

A **donation** is defined by Canada Revenue Agency as a voluntary transfer of cash that is made without expectation of any benefit of any kind accruing to the donor or any individual or organization designated by the donor.

### OBJECTIVE AND PURPOSE

The purpose of this policy is to establish an IAP2 BC sponsorship protocol that:

- Aligns with IAP2 BC's programs and services; and
- Provides guidelines which facilitate and support opportunities for sponsorship

### CRITERIA

- IAP2 BC will consider all sponsorship proposals but has no obligation to accept any of them. IAP2 BC reserves the right to refuse any proposal, including, but not limited to, those submitted by third parties whose activities are perceived to be incompatible with the IAP2 BC's goals, values or mission.
- All sponsorship agreements must be arranged for a fixed term.
- The sponsorship must not confer a personal benefit, directly or indirectly, to any particular volunteer, employee or official.
- The sponsorship must not interfere with existing contractual obligations, such as IAP2 BC's third party training promotion and marketing policy and agreement
- The sponsorship must not result in, or be perceived to result in any competitive advantage, benefit or preferential treatment for the sponsor outside of the sponsorship agreement.
- To protect the privacy of IAP2 BC members, sponsors are not to have access to personal information, or membership data held by the IAP2 BC or IAP2 Canada.
- No form of indemnification will be provided to any sponsor.
- Sponsors are prohibited from implying that their products, services or ideas are sanctioned by IAP2 BC.
- There shall be no actual or implied obligation to purchase the products or services of the sponsor.
- Sponsors may have one corporate branded banner at the event. Additional distribution of collateral materials and promotional items is subject to approval by IAP2 BC.
- Sponsors must carry their own insurance coverage for people, products and/ or equipment that they may bring to an event.
- This policy does not apply to naming rights or advertising.

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