

## **OPERATING POLICY 10 - Sponsorship**

### **Policy**

Purpose of this policy: to set out criteria for decision-making on sponsorships of GaLTT activities; to balance the reputation of GaLTT and community goodwill against revenue generation and the achievement of desired program results. Detailed information on the interpretation and application of this policy can be found in its associated guidelines document.

- 10.1. Sponsorship occurs when a business or organization makes a contribution to GaLTT and in return receives advertising or promotion of its brand, products or services. It does not apply to personal donations from individuals. Sponsorships may be direct, in kind, indirect, or monetary.

### **General policy**

- 10.2. Supplementary guidelines may be developed and approved by the GaLTT Board to provide more detailed guidance on the application and implementation of policy. Supplementary guidelines shall not contradict the terms of this policy.
- 10.3. All sponsorship requests and proposals will be subject to this policy and additional guidelines.
- 10.4. All sponsorship requests and proposals will be considered on a case-by-case basis.
- 10.5. GaLTT may solicit and accept money or sponsorships from businesses or organizations for events, programs, projects, and operations within the terms of its approved policy, principles and values.
- 10.6. GaLTT may enter into a relationship with a business or organization that will benefit the Society and support GaLTT's mission and work, provided that the sponsorship is consistent with the Society's objectives, vision, mission, strategic goals, and priorities.
- 10.7. Evaluation of a proposed sponsorship will be at the discretion of the Board under the terms, principles and values set out in this Policy and in associated guidelines.
- 10.8. Only reputable businesses or organizations whose image, product or services do not conflict with GaLTT's mission and values may be considered as sponsors. There is no obligation to accept every sponsorship offer. The long-term reputation and credibility of GaLTT must always take precedence over short-term monetary or project needs.
- 10.9. The Board may refuse a proposed sponsorship; no business or organization has an inherent right to such a relationship.
- 10.10. The details of sponsorship relations will be kept confidential and limited to the Board and any applicable Committee Chairs.
- 10.11. The details of sponsor recognition will be agreed in negotiations between the sponsor and GaLTT on a case-by-case basis. In most cases only "sponsored by" with the sponsor name and logo will be used. A link to the sponsor's website may be included, if appropriate.
- 10.12. Event sponsors will be recognized only in materials connected with the event.
- 10.13. GaLTT will never directly or by implication endorse a sponsor's products or services. In some circumstances, a disclaimer may be used to ensure there is no confusion over this.
- 10.14. Sponsors who wish to promote GaLTT by using its name, logo and website URL may do so only with the explicit written agreement of the GaLTT board. The unauthorized use of GaLTT's identity voids all contracts or agreements with the sponsor.
- 10.15. Sponsorships must be unrestricted and unconditional. The exception to this rule is that GaLTT may choose in some limited situations to enter into an agreement for exclusive sponsorship of an event.
- 10.16. GaLTT will not grant exclusivity of sponsorship beyond a single event without a full examination of the benefits to the Trust. Sponsors requesting exclusivity must commit to funding the majority of costs of a specified program or event, including related overhead.

- 10.17. Any Director with a direct or indirect interest in a proposed Sponsor must declare their interest and recuse themselves from decisions on the subject, per GaLTT's Conflict of Interest policy.

## **Practice**

- 10.18. Proposed sponsorships will be reviewed and approved by the Board or its designate, per our sponsorship policy guidelines. Each potential sponsorship agreement will be considered on the strength of its merits. Evaluation criteria in determining the suitability of a sponsorship will include:
- Whether the activities of the business/organization are in alignment with GaLTT's principles and values;
  - Whether the business/organization is a good fit with GaLTT's mandate;
  - Whether the reputation of the business/organization is likely to harm GaLTT's reputation.
- 10.19. Sponsorship agreements will be recorded and agreed to in writing by the GaLTT President or alternate and an authorized representative of the sponsoring business/organization.
- 10.20. Any long-term sponsorship relationship with any business/organization will be reviewed regularly, per policy guidelines.
- 10.21. A record of sponsorship proposals will be maintained, detailing existing or potential sponsor relationships and including reasons for accepting or refusing sponsorships as applicable, as a decision-making resource.

—*DATE ADOPTED: January 2005; DATE REVISED: April 2021*