

**Policy Title:** 4.3 Sponsorship and Donations

**Section:** 4.0 Other

**Last Approved:** January 2020

### BACKGROUND

The purpose of this policy is to provide a framework for the Association to solicit, evaluate, and, if appropriate, accept/provide donations and sponsorships from/to external organizations.

### APPLICATION

The application of this policy is to provide direction to current employees and Executive members on accepting and/or receiving donations, and sponsorships.

### DEFINITION

For income tax purposes, a gift or donation of property is defined as a voluntary transfer of property without any expectation of benefit accruing to the donor or anyone associated with the donor. The scope of this policy includes such things as donations of money and/or goods.

Sponsorship is defined as a mutually beneficial exchange arranged in advance whereby the sponsor receives value in return for cash or goods- or services-in-kind provided to the Association. As a result of sponsorship, the requestor obtains support for a specified activity, and the sponsor receives acknowledgement in return for cash and/or products and services-in-kind.

### POLICY STATEMENT

1. Association members, when participating in Association business, must declare conflicts of interest, and maintain confidentiality of information. Employees and contractors of the Association are bound by the terms of their job descriptions or contracts regarding the handling of their duties.
2. The Executive Director or designate is responsible for the agreement or confirmation with the sponsor or designate setting out the terms of the sponsorship, including any recognition to be provided to the sponsor.
3. As the primary stakeholders of the Association, members are encouraged to identify possible opportunities for donations or sponsorships. Members are also encouraged to express their opinions at any time regarding donations or sponsorships which they feel do not meet the objectives of this policy.

#### Association soliciting donations and sponsorships

4. The Association actively encourages corporations and other organizations to become sponsors in support of its organizational efforts. The purpose of donations or sponsorships is to increase the Association's ability to deliver services to its members and to achieve the strategic goals of the Association. The Association welcomes corporate sponsorship support of its organizational efforts in the following areas:
  - 4.1. Spring and Fall Assemblies
  - 4.2. Joint Conference

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- 4.3. Other projects or events
- 4.4. Workshops and seminars
5. All donations and sponsorships must be documented in terms of the transfer of the donation to the Association or the terms of the sponsorship defining what the Association will provide to the sponsor. The terms of sponsorship agreements can vary from event to event and sponsor to sponsor depending on the negotiations between the sponsor and the Association.
6. The Association reserves the right to refuse, accept or decline any donation or sponsorship, at its absolute discretion or to negotiate with the donor/sponsor concerning any aspect of the donation or sponsorship.
7. The Association will not accept donations or sponsorships that:
  - 7.1. reflect in a negative manner on the Association;
  - 7.2. do not align with its mission statement; and/or,
  - 7.3. are not in the best interests of the Association as determined by management and the Executive.
8. The Association does not endorse, directly or by implication, any products or services. Accepting a sponsorship does not imply endorsement of products or services by the Association. A sponsorship does not automatically imply any exclusive arrangement with the Association. The Association retains control over any sponsored program, and sponsors are not provided input into operational matters relating to a sponsored project.
9. The Association reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship. A sponsorship must comply with the Association's policy on conflict of interest. The Association also reserves the right to cancel a donation or sponsorship if the result of maintaining it brings the Association's public reputation and/or integrity into disrepute.
10. The Association retains the right to review and approve all communications in regard to a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.

#### **Association receiving requests for donations and sponsorships**

11. All donations and sponsorships must be documented in terms of the transfer of the donation from the Association or the terms of the sponsorship defining what the Association will provide to the requestor. The terms of sponsorship agreements can vary from event to event and sponsor to sponsor depending on the negotiations between the recipient and the Association.
12. The Association reserves the right to refuse, accept or decline any donation or sponsorship request, at its absolute discretion or to negotiate with the recipient concerning any aspect of the donation or sponsorship.
13. The Association will not accept donation or sponsorship requests that:
  - 13.1. reflect in a negative manner on the Association;
  - 13.2. do not align with its mission statement;
  - 13.3. exceed budgetary allotment; and/or

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- 13.4. are not in the best interests of the Association as determined by management and the Executive.
14. A sponsorship must comply with the Association's policy on conflict of interest. The Association also reserves the right to cancel a donation or sponsorship if the result of maintaining it brings the Association's public reputation and/or integrity into disrepute.
15. The Association retains the right to review and approve all communications using the name, logo or likeness of the Association. This includes—but is not limited to—announcements, articles, and press releases about the donation or sponsorship.

### REFERENCES

SSBA Bylaw 4.2 – Executive – Powers and Duties  
Financial Policy 1.3 – Financial Signing Authority  
Staff Human Resources Policy 2.0 – Code of Conduct