



## POLICY MANUAL

### Policy No. 101

Section:	Administration
Title	Corporate Sponsorship

#### REASON FOR POLICY

To set out the terms and conditions for corporate sponsorship partnerships between the North Vancouver Recreation and Culture Commission (NVRC) and external parties.

#### POLICY

Corporate sponsorship is a mutually beneficial business partnership between the NVRC and an external party (individual, company, organization or enterprise), wherein the external party contributes funds, goods or services to a NVRC program, facility, event or project in return for recognition, acknowledgement or other promotional considerations. All components of the relationship must be consistent with NVRC sponsorship policies and the following guidelines:

1. The NVRC will seek out opportunities to partner with community groups and associations in the solicitation of sponsorship support for programs, events, facilities or projects that may deliver value and mutual benefit to both parties.
2. All sponsorship involvement must be appropriate to and consistent with the values and goals of the NVRC.
3. Preference shall be given to sponsorship which generally promotes healthy communities and active lifestyles.
4. A written sponsorship agreement or letter of understanding between the NVRC and the Sponsor (or community group/association as third party) shall be entered into, outlining the expectations and responsibilities of each party.
5. The NVRC shall be advised of all sponsorship agreements and shall approve all major sponsorship agreements.
6. Sponsorship agreements shall not influence or determine the supply of goods or services to the NVRC beyond the terms of the agreement or letter of understanding.
7. Recognition provided to sponsors (through advertising, publicity, signage, etc.) will be consistent with the scale of each participant's contribution.

8. Each sponsorship agreement will clearly detail the level of visible recognition offered in or around facilities by the NVRC for the presentation of corporate name, logo, products and/or services. All visible recognition in NVRC facilities shall be in keeping with and not detract from the general décor and theme of the building. It shall only be placed in locations which are deemed to be acceptable to the NVRC.
9. Exclusions to the Corporate Sponsorship Policy:
  - Sale of advertising or signage space on NVRC-owned facilities and printed materials, which involves only the straight purchase of advertising space sold at marketplace rates and does not imply any reciprocal partnership arrangements.
  - Gifts or unsolicited donations to the NVRC where no business relationship exists.
10. The NVRC reserves the right to reject sponsorship proposals received from companies whose product or public image may be deemed "sensitive" (i.e. personal care or health products).

#### **AUTHORITY TO ACT**

Authority to act is delegated to the Director of Recreation & Culture.

Original Approval Date	December 15, 1997	Approved by:	Commission
Amended:	November 8, 2007	Approved by:	Commission