

## **SPONSORSHIP POLICY**

### **PURPOSE**

To outline the guidelines and procedures for entering into corporate sponsorship agreements and to recognize that corporate sponsorships provide an effective means of generating value for KCC, our members and our partners while supporting KCC facilities and programs.

### **CONTEXT**

The Kerrisdale Community Centre (KCC) is jointly operated by The Kerrisdale Community Centre Society (KCCS) and the Vancouver Board of Parks and Recreation. We welcome partnership opportunities that enhance our ability to deliver artistic, social and recreation services to our community.

We understand the value in working cooperatively with organisations in the community so that both parties can contribute towards the betterment of the Kerrisdale community. We wish to support organisations who want to help us to promote a sense of well-being amongst the residents of Kerrisdale and who wish to assist KCC in the provision of recreational, physical, athletic, educational, social and cultural opportunities for our patrons. We are open to working with partners to meet their business objectives when the result is inline with our philosophy and values.

Organisation is defined as any entity (business, company, society, association and merchant) acting under a legal charter having its own rights, privileges and liabilities. While corporate sponsorship refers to a mutually beneficial exchange whereby a sponsor receives the benefit of reciprocal value in return for cash or goods or services-in-kind provided to the Society. The partnership is mutually beneficial in that it promotes the objectives, mission and success of both organizations. It will usually be developed to support specific programs or services of the Society.

### **RESPONSIBILITY**

This policy sets out guidelines for entering corporate sponsorship agreements. Corporate sponsorship is distinct from corporate donations, gifts or grants.

### **REQUIREMENTS**

#### General Policy

1. It is the policy of the Kerrisdale Community Society that:
  - i. KCCS will retain control over the content of all sponsorship opportunities.
  - ii. The purpose and content of agreements must be congruent with KCCS's Vision, Mission and Values.
  - iii. Sponsorships must comply with the Kerrisdale Community Centre Society's conflict of interest policy.
  - iv. KCC membership records are confidential and they will remain the property of The Kerrisdale Community Centre Society. Sponsors may not be entitled to information on any individual member of the Society, without the written consent of that individual member.
  - v. Sponsorships will not result in any loss of KCCS's autonomy with regard to our mandate or operations.
  - vi. Sponsorships do not imply endorsement of products or services by the KCC Society.

- vii. Corporate sponsors must obtain KCCS's approval for all copy and logo use.
  - viii. A sponsorship does not automatically imply any exclusive arrangement with the Society. Where a sponsorship agreement limits KCCS's ability to enter into other sponsorships, the parameters of such an agreement shall clearly define the nature and extent of the exclusivity and the time frame over which the exclusivity is to be granted.
2. KCCS will not exclude any company from presenting us with sponsorship opportunities. However, KCCS reserves the right to refuse any proposal, including but not limited to, a proposal from an organization whose activities are deemed incompatible with KCCS's vision, mission and values.

## **PROCEDURES**

1. Any sponsorship opportunities presented to or solicited for the KCCS will be done so through the Board of Directors, the Supervisor of Recreation Services (or designate), or the Recreation Programmers.
2. The Community Recreation Supervisor (CRS) will seek advice from the Vancouver Board of Parks and Recreation whenever there are ambiguities to relevant clauses in the Joint Operating Agreement (JOA).
3. Review of all proposals will be in keeping with the Sponsorship policy and based on the factors listed below in Scope and Limits of the Policy section.
4. If the Board approves the proposal in principle, staff will draft a sponsorship agreement in writing. Contractual agreements will clarify the roles, rights and responsibilities of both parties including: the term; description of fees, commissions, and/or in-kind services provided to KCC; the marketing rights and benefits provided to the sponsor; and a termination clause.
5. The draft sponsorship agreement must be taken to the KCCS Board of Directors for final approval.
6. The CRS will provide the KCCS Board with a brief summary on sponsorship activity via the monthly CRS report to the Board.

## **SPONSOR RECOGNITION**

Sponsors shall be provided with a level of recognition commensurate with their contribution.

## **SCOPE AND LIMITES OF THE POLICY**

The following should be considered when evaluating a corporate sponsorship proposal:

1. The compatibility of the corporation's products, customers and promotional goals with the Kerrisdale Community Centre Society's Vision, Mission and Values.
2. The company's past involvement in the community, KCC Society and/or City of Vancouver projects.
3. The desirability of the partnership and impact to the Society's image.
4. The actual value, in cash or in-kind goods or services, of the proposal in relation to the benefit to the corporation.
5. Operating and maintenance costs associated with accepting the proposal.

## **RELATED DOCUMENTS**

Conflict of Interest Policy