



ADOPT-A-BLOCK

PROGRAM POLICY & PROCEDURES

Policy Name: Sponsorship
Procedure Number: 2013-01

Created: September 25, 2013
Approved by Board: October 9, 2013
Updated: October 10, 2013

INTRODUCTION

The Board of the Mission Adopt-A-Block Society is committed to ensuring that its financial and sponsorship arrangements are carried out in an ethical manner.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships and the local community. It is recognized that such alliances can provide important financial and marketing support to potential partners of Mission Adopt-A-Block while at the same time generate additional revenues and donations in kind to support Mission Adopt-A-Block's mission and mandate.

1. PURPOSE

- 1.1 To establish the framework and guidelines for the creation of productive partnerships between the Mission Adopt-A-Block Society and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.
- 1.2 To ensure fair and consistent recognition of all Adopt-A-Block sponsors, supporters and partners

2. SPONSORSHIP POLICY

The fundamental principles that shape the Mission Adopt-A-Block Society's relationships with sponsors are:

- 2.1 Sponsorship of Mission Adopt-A-Block Society or of any project, program, equipment or event held by Mission Adopt-A-Block, will not entitle any sponsor to influence any decision of the organization, or the Society's participation in community events.
- 2.2 Mission Adopt-A-Block will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardize the financial, legal or moral integrity of Mission Adopt-A-Block or adversely impact upon the Society's standing and reputation in the community.
- 2.3 Mission Adopt-A-Block will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
- 2.4 All sponsorship alliances or partnerships must be consistent with existing Mission Adopt-A-Block policies, and must be approved by the Society's Board of Directors.

3. RESPONSIBILITIES

- 3.1 The Board is responsible for the development and review of this policy.
- 3.2 All Board members, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

4. SPONSORSHIP PROCEDURES

- 4.1 All event and project sponsorships must have significant financial or material in kind commitment from the sponsor to help offset the costs associated with the activity.

- 4.2 All sponsorship relationships involving The Mission Adopt-A-Block Society must be identified and recorded for information purposes to encourage a donor-centered approach to revenue generation.
- 4.3 Sponsorships will be embodied in written contractual agreements between The Mission Adopt-A-Block and the sponsorship partner (See Appendix A).

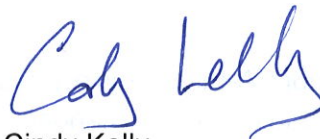
RELATED DOCUMENTS

APPENDIX A: SPONSORSHIP CONTRACTS/LETTERS OF AGREEMENT GUIDELINES

AUTHORISATION



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Secretary 2013
October, 10, 2013



Cindy Kelly
Board Chair 2013
October 10, 2013