



GOV Policy on Sponsorship

1. Purpose

1.1 The purpose of this policy is to:

- a. Identify the guiding principles by which Gay Ottawa Volleyball (GOV) may engage with potential sponsors.
- b. Establish the evaluation considerations for determining which sponsorships should be accepted by GOV.
- c. Establish the review and approval procedures for sponsorships.

2. Context

2.1 GOV may solicit and accept sponsorships for events, programs and operations with the terms outlined in this policy. Sponsorship monies and in-kind resources are deemed a desirable form of revenue diversification which allows the league to keep member fees low and event fees affordable, while contributing to the operational funds and strategic goals of the league.

3. Definitions

3.1 These terms carry the following definitions in this policy:

- a. **“Board”** means the GOV Board of Directors.
- b. **“Sponsor”** means a business, corporation, organization, association, individual or other third party who has entered into a sponsorship agreement (as defined in paragraph (c) below) with GOV.
- c. **“Sponsorship”** means a business relationship whereby the sponsor commits resources (monies and/or in-kind resources) to support a specific project or activity but does not share in monies raised or underlying risks of the project. The sponsor contributes funds to GOV for an event, program or project and receives a benefit (e.g., specific image and marketing opportunities) from the associated publicity.
- d. **“Sponsorship Agreement”** means a formal written arrangement agreed to between GOV and a sponsor on sponsorship, regardless of whether sponsorship is the sole subject or is one among others agreed upon and regardless of whether such agreed upon arrangement is expressed within a communication, an agreement, a contract, a letter of understanding or other document, irrespective of the name of the document.

4. Guiding Principles

4.1 The following general guiding principles will shape the acceptance of all sponsorship relationships with GOV. They are:

- a. GOV will solicit and accept support only for projects and activities that are consistent with the league's mission, strategic objectives, and areas of focus.
- b. Acceptance of a sponsorship must enhance, and shall not impede, GOV's ability to always act in the best interest of its members.
- c. A sponsorship must comply with all reputational, branding, financial, legal, or ethical considerations of concern to GOV and must have a positive impact on the league's programs, operations and/or events.
- d. A sponsorship must entail a financial commitment from the sponsor that is proportionate to the benefits expected in exchange.

5. Evaluation Considerations

- 5.1 Only reputable individuals and organizations whose image, product or services do not conflict with GOV's mission or values may be considered as sponsors. There is no obligation by GOV to accept any sponsorship offer. GOV's long term reputation and credibility always takes precedence over short-term monetary gains or needs.
- 5.2 While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterize the decision-making, the following questions will always be raised:
 - a. Would this association be a good fit with GOV's mission?
 - b. Does the sponsorship conflict with GOV's values?
 - c. Does the sponsorship suit our overall vision?
 - d. Will this sponsorship help us realize our strategic outcomes?
- 5.3 Ethical filters that help determine a desirable sponsor include:
 - a. Environment and health
 - b. Disclosure and accountability
 - c. Equality, diversity, and inclusions (EDI) engagement
- 5.4 The GOV representative shall preface any questions by noting that GOV, as a not-for-profit organization, must withstand extra scrutiny. If a sponsor representative is later found to have misled GOV, GOV has the right to cancel the sponsorship agreement.
- 5.5 GOV shall not engage in sponsorship discussions with any sponsor or potential sponsor once that sponsor, its parent organization(s) or subsidiaries are found to be promoting hate, terrorist organizations or engaging in other criminal activity.
- 5.6 To ensure that GOV is perceived as an organization welcoming to all of its members, GOV shall not enter into sponsorship discussions with any organizations or their subsidiaries that have a primary focus on:
 - a. Party politics
 - b. Religious activities

6. Review and Approvals of Sponsorships

- 6.1 The Board is ultimately accountable for the sponsorship policy and for approval of individual sponsorship agreements; however, successful sponsorships are based on relationships.

Committee chairs and officers shall be free to solicit, engage in, and negotiate most sponsorships without delay of taking decisions to the Board. The final decision process is divided into two types:

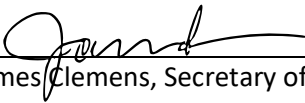
1. Sponsorships limited to events or single program actions (e.g., support for a tournament) totaling no more than \$5,000 and in full compliance with the sponsorship policy.
 - The decision is delegated to the President, under the recommendation of the committee chair or officer proposing the sponsorship. The Board must be informed of any new sponsorships approved under this delegation.
2. Sponsorships of any size involving exclusivity, a length of one year or more, an amount exceeding \$5,000 or any doubt about compliance with sponsorship policy.
 - The Board, using its normal decision process, makes the decision, and its decision is final. Sponsorships may be recommended to the Board by officers or committee chair.



Tim Klodt, Chair of the Board

22 August 2021

Date



James Clemens, Secretary of the Board

22 August 2021

Date