

General Burns Community Association Sponsorship Policy Draft

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1. INFORMATION

General Burns Community Association
107 Chesterton Dr., Ottawa, ON
www.generalburns.ca
Margaret Sambol – 613-695-1533

2. INTRODUCTION

The General Burns Community Association (GBCA) is a not-for-profit organization that represents residents west of Fisher Avenue, north of Colonnade Road, east of Grant Carmen Drive, and south of Meadowlands Drive. The community association provides advocacy on community issues such as traffic and developments. It also maintains the outdoor skating rinks at General Burns and Inverness parks. The GBCA organizes events to develop community spirit such as the annual Christmas party, skating party and Fun Day, as well as managing bookings for the General Burns Lodge.

3. SPONSORSHIP

Sponsorships are defined as donations or reduced prices on goods or services, with an expectation of some benefit to the donor through recognition in advertising, publicity, signage and/or event announcements. For example, a donation of rink maintenance equipment could be acknowledged with a sign at the rinks and a “thank-you” acknowledgement at the annual skating party.

All sponsorships will be subject to a vote of approval by the GBCA executive.

The GBCA executive will consider sponsorships on the following principles:

- Fairness and openness
- Benefit to the community
- Shared values between sponsor and the GBCA
- Maintaining the independence of the GBCA
- Partnerships that will not bring the GBCA into disrepute

This policy has been devised to ensure clarity and openness to all our stakeholders. We welcome comments, criticism and suggestions as to how these goals can be met.

4. COMPETITION

The GBCA will not accept sponsorships by competing companies in the same industry.

Preference will be given to the donor who has the longest standing relationship with the GBCA or who sponsored the event/activity first, rather than the donor who has committed the larger donation.

Donations where the donor is not acknowledged or does not receive some benefit are not subject to the same rules for competing companies.

In instances where donors have some overlapping business, but it is not clear that they are direct competitors, the GBCA will inform both donors and give them an option for withdrawal. Again,

preference will be given to the donor who has the longest standing relationship with the GBCA or who sponsored the event/activity first.

5. BENEFIT TO THE COMMUNITY

The GBCA executive will evaluate all sponsorship proposals to determine if there is sufficient benefit to the community to warrant a benefit to the business/individual with recognition in advertising, publicity, signage, and/or event announcements. All signage will be subject to a vote of approval of the GBCA executive.

Actively selling products or services at GBCA event activities is strongly discouraged.

The GBCA's intention in seeking sponsorships is to improve community events and activities. Our desire is to offer more activities that will be enjoyable to the community without incurring additional costs. However, we do not wish our events and activities to be overtaken by businesses promoting themselves. For example, a donation of food for the Fun Day could be appropriately acknowledged with a thank you during the event and inclusion in pre-event advertising and publicity. However a vendor selling food for profit would be out-of-place at our events.

6. AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- The GBCA does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products or services.
- Only the GBCA will have direct access to our databases and email distribution list.

7. TRANSPARENCY

Any and all donations will be acknowledged. A list of sponsorships or in-kind donations more than \$200 will be maintained on our website.

The GBCA will communicate its commitment to this policy to the organization's stakeholders.

[A copy of this policy will be displayed on our website within 3 months of its adoption.]