

## Sponsorship Policy - Approved by board Nov 9th 2021

### **Definitions:**

**Sponsorship:** A sponsorship is a financial contribution, service or good provided to the club, usually by a business or other organization. Sponsorships are provided in return for formal brand recognition. The term sponsorship has implications for taxation purposes that are explained at:

<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/sponsorship.html>

**Partners:** A partner is a significant contributor to the club over an extended period of time, usually by providing grants for operating or capital purchases.

**Donation:** Businesses or individuals may make donations to the club, either through a financial contribution to a fundraiser, or by donating goods or services. Donations can be charitable if the BVCCSC works with an eligible charity such as Nordiq Canada. A donation is distinct from a sponsorship.

This policy sets out how the BVCCSC will manage and recognize sponsorships and partnerships, and does not cover donations.

### **General:**

Bulkley Valley Cross Country Ski Club appreciates businesses and organizations that support the club through many different forms. This policy defines how the club will manage and recognize sponsorships and partnerships.

- Race and event sponsorship
  - Support for individual events is welcome and can include donation of materials, prizes, or a financial contribution.
  - Recognition of event or race sponsors will be provided in a manner commensurate with the sponsorship provided. This usually includes naming sponsors on event materials and/or announcing the sponsor during events. The specific form of recognition is the responsibility of the race or event organizer.
- Club Sponsorship
  - Sponsorship of the club can be provided on an annual or multi-year basis. Sponsorship funds will be used by the club to support the ski experience by:
    - Supporting services to members through general club sponsorship, or
    - Supporting a specific program or activity as sponsors may wish to target their contribution (e.g. new capital expenditures, trail improvements, head coach, etc). Choices could be presented to prospective sponsors in a “menu” format.
  - For multi-year sponsorships or any sponsorship over \$1000, either direct financial, or in-kind, the club will, at the sponsors discretion, enter into a sponsorship agreement specifying the term, contribution amount and any recurring payments,
    - Whether the contribution will be targeted to a specific use, and
    - The form(s) of recognition that the Club will provide.
  - Appropriate recognition may include:
    - Posting the sponsor name and logo on our website

- Placing the sponsor name and logo on a poster or sign that is prominently displayed at the upper parking lot or Nordic Centre lodge, as well as at the lower parking lot kiosk; and
  - Inclusion of sponsor logos in every club newsletter.
- For significant one-time contributions targeted to a specific project, the club may provide recognition specific to that project (e.g. Construction of the wax hut is recognized in a permanent sign in the wax hut).
- The club will enter into sponsorships where the provision of funds is specifically intended to support the ski experience. Other than the recognition identified above, no implied “quid pro quo’s” will normally be provided. Creative recognition of sponsorships may be considered on a case by case basis.
- The club will enter into sponsorships where the sponsorship will not generate significant controversy for the club and is in the best interests of the club.
- Partnerships:
  - Partners include any organization that has provided the club with an operating grant for that year, or capital funding for an asset that is still in use, where the funding was provided in the previous ten years.
  - The following are considered current partners of the BVCCSC: Wetzin’kwa Community Forest, Recreation Sites and Trails BC, Province of BC Gaming Grant, Northern Development Initiative Trust, and VIA sport.
  - Partners often establish specific forms of recognition in the grant agreement. Those requirements supersede this policy.
  - Unless otherwise specified, the club will place the partners name or logo on the website, as well as on a poster or sign at the upper parking lot/lodge, and lower parking lot kiosk.
  - Once per year, the club will include a list of partners in the club newsletter.
  - The list of partners will be reviewed and updated periodically

### **Responsibilities**

The board is responsible for implementation of this policy, including ensuring appropriate acknowledgement of sponsors and partners. The board will work to ensure that the club’s management plan has identified current priorities in a way that supports grant and sponsorship requests and fund allocations. New sponsorship agreements need to be reviewed and approved by the board before being signed. Renewal of agreements does not require board approval. The board must approve any potential sponsorship arrangement prior to a club representative making a ‘pitch’ to the potential sponsor.

### **Management of Funds**

Grant and sponsorship funds that have not been committed to a specific purpose will be allocated by the board after considering the needs of club programs and the club’s priorities as stated in the latest management plan.