



OPHA CORPORATE SPONSORSHIP

POLICIES, PROCEDURES & CONSIDERATIONS

**Adapted from a Report prepared for Toronto Public Health
and the Peel Region Health Unit Sponsorship Policies and Procedures
in consultation with various other public health unit policies**

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CORPORATE SPONSORSHIP

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Purpose

The topic of corporate sponsorship has been raised a number of times at OPHA. Currently there is no sponsorship policy for the organization.

Literature from a selection of municipal governments, the federal government, post-secondary institutions, professional organizations, and professional regulatory organizations was reviewed to provide background information and a guide to future policy and procedure development. Examples of functioning sponsorship policies in a selection of Ontario public health units was also reviewed as part of our sponsorship policy development process.

Introduction

Partnership through sponsorship enables an organization to enhance programming or to pilot new activities or strategies. Sponsorship is an acceptable practice for municipalities, non-profit organizations, and professional organizations when established policies and procedures are in place. Policies and procedures based on best practice support a predetermined, systematic sponsorship process that maximizes benefits, reduces costs, and avoids conflict of interest that jeopardizes organizational credibility.

Sponsorship is consistent with many of the models and theories upon which public health practice is based. It supports the concepts of community partnerships and capacity building. A successful sponsorship can incorporate the principles of equity and access and its process utilizes the project management model.

Definitions

It is important to distinguish between corporate sponsorships, donations and other forms of business agreements.

A **sponsorship** has the following characteristics:

- it is a mutually beneficial business arrangement with an external party;
- the external party contributes funds, goods or services to a program, facility, event or activity;
- in return the sponsor receives recognition, acknowledgement or other promotional considerations;
- it may include naming rights, discounting prices for products or services;
- it is not eligible for a charitable donation tax receipt under *The Income Tax Act*.

A **partnership** is a business arrangement in which the parties (two or more) agree to share both the benefits and the liabilities of an enterprise that is owned all the parties. Partnerships differ from sponsorships in that in the case of sponsorships the question of sharing liabilities does not arise. There is also no sharing of ownership. Each entity in a sponsorship is understood to be independent.

A **donation** is a voluntary gift of money or property. The gift is philanthropic in nature, is eligible for a tax receipt under the Income Tax Act, the acknowledgement is nominal in nature, and there is not an expectation of a business benefit. Contribution of services or receipt of money for which the business receives an advantage, such as promotion or advertising in return, does not qualify as a gift. (*Income Tax Act*)

Endorsement occurs when an organization uses its professional credibility to publicly support a specific product or service and by doing so creates the impression that the product or service is recommended or superior over similar type products or services.

Benefits & Costs to OPHA

Corporate sponsorship can benefit both the private company as well as OPHA. Sponsorship may be indicative of a corporate organization's presence as a good corporate citizen with a social conscience.

By supporting the enhancement of a current program or the piloting of a new program or strategy, sponsorship can enable identified sectors of the community to access additional services or health related products to which their access may have been limited previously. This in turn contributes to the overall health of the community. A marketing type of sponsorship has the potential to extend the reach of a public health initiative through private sector marketing strategies. It may also create access to new technology on a limited basis without incurring the cost of that technology.

Sponsorship may also increase the sponsor's awareness of public health issues thus increasing the potential to influence the decision makers within the sponsor organization. This has community capacity building value.

Sponsorship by a company known to the public health community and deemed credible and having integrity (such as a local business) can increase the reach and acceptance of an OPHA initiative within the public health community. Sponsorship with the private sector also has the benefit of viewing an initiative through a different and sometimes fresher eye.

The costs of undertaking a sponsorship must be carefully and thoroughly assessed and evaluated on a case by case basis. Costs include direct staff time to develop, administer and evaluate the individual sponsorship plan. Indirect staff costs include administration/finance, communication, and management staff time. The value of printing or storage of materials should be included. For example, if the sponsorship is in the form of service, will OPHA be providing any space or IT support to the sponsor's staff providing that service? As well, there are staff costs involved in supporting the overall sponsorship program and maintaining a database.

The cost to OPHA might outweigh the benefit in a situation where the sponsorship is terminated early. This should be considered when doing a risk assessment in the planning phase.

As well as the benefits and costs to OPHA, the benefits and costs to the public health community who will be the recipient of the sponsored activity needs to be considered. For example, does it contribute to improvements in the health of the community through an increase in knowledge, skills development, or increased access to a health-related product or service? There should also be an assessment of whether there will be any potential negative impact on the community, or if it will be in conflict with other community-based programming.

A successful sponsorship encourages both partners to pursue an ongoing relationship.

Benefits to the Sponsor

OPHA’s name and credibility is a valuable commodity in terms of marketing. It is important not to undervalue the benefit to a business benefit of a relationship with OPHA. For example, a company may derive benefit from acknowledging in its annual report or on its website that it has been a sponsor of a public health initiative. It is recommended that OPHA stipulate conditions around such statements.

It is important to understand a company’s motive in being a sponsor. Sponsorship may contribute to a sponsor’s profile as a “good citizen” and a community-minded entity. This portrayal has business value by increasing the company’s visibility and access to an identified community or audience. It may allow access to new markets for the sponsor.

Sponsorship can also increase the sponsor’s network of contacts within the public health community.

Depending on the company’s viewpoint, both exclusive and unlimited sponsorship opportunities may have value. In an **exclusive sponsorship** in which the company is the only sponsor or the only sponsor from its industry, the company may see this as advantageous by blocking out the competitor. In an **unlimited sponsorship**, where there are a number of sponsors, the company may see an advantage in the opportunity to link with other sponsors within its industry or within related industries.

Sponsorship may afford the sponsor the opportunity to test new products or new marketing strategies. There can be unique opportunities for the sponsor that would not otherwise be available. The literature supports development of a sponsor recognition program. One way to organize recognition is by a range of levels of sponsorship. As the level rises with the value of the sponsorship, the sponsor is entitled to additional benefits. This allows for consistency in the recognition of sponsorships of equal value and avoids accidentally offending sponsors should they compare benefits with other sponsors.

This has been an approach that OPHA has taken in the past. At our annual conference we have acknowledged sponsors based on the amount of their contribution:

Premium	\$10,000 & over	Platinum	\$7,500 – 9,999	Gold	\$5,000 – 7,499
Silver	\$2,000 – 4,999	Bronze	\$1,000 – 1,999	Friend	\$999 or less

This type of recognition can include the duration, location, and number of placements of the sponsor's corporate identifier/logo on printed materials, websites, and site signage. Sponsor recognition can also be supported by the provision of smaller items such as plaques, certificates, and pins.

Policy and Procedure Considerations

Scope

The most important aspect of the scope of a sponsorship is the type or range of sponsorship opportunities governed by a sponsorship policy. Generally, sponsorship is in the form of money, products, or services. It can support a specific program, event, facility, structure, space, or even support the development of a website or publication.

A policy often states how sponsorship funds, products, or services are used. It is generally accepted that a sponsorship supports the development or enhancement of a specified project. Generally a policy determines the maximum lifespan for sponsorships.

Roles and Responsibilities

The literature identified clear delineation and delegation of roles and responsibilities for staff and management as critical success factors for sponsorship. Well written descriptions with reporting requirements and approval authorities that set the value limit for staff and Executive Director levels are recommended. A policy should also stipulate the types or amounts of sponsorships that need approval by the OPHA Board of Directors and which agreements need to be reviewed by a lawyer.

A policy also establishes acceptable forms of recognition of the sponsors such as sponsors' names on project/event print materials and/or the OPHA website. A link to a sponsor's website is usually acceptable within strict, established guidelines.

Staffing Considerations

The assignment of sponsorship responsibilities within an existing position to oversee the administration of a sponsorship program has been suggested in several documents.

A staff with sponsorship responsibilities would require knowledge about sponsorship, community development, marketing, and business culture. Such a person would usually be responsible for the creation and maintenance of a centralized database, evaluation of the overall sponsorship program, guiding program staff through the sponsorship process, and making recommendations about appropriate sponsorships.

Several of the documents reviewed noted the need for staff to be trained in sponsorship theory prior to their involvement in a sponsorship proposal or agreement. A company may make its

decision based on its initial impression of the staff's command of information and ability to communicate in a clear, organized, businesslike manner with respect for the potential sponsor's time.

Good lines of communication and regular updates are important to maintaining a good relationship with the sponsor. The contact person for the sponsor has reporting lines and needs to demonstrate to the Board of Directors that the money or product has been well invested and is gathering a suitable business return. As it is disconcerting for the sponsor to deal with a number of staff, it would be ideal to have at least one member of OPHA staff work with the company for the duration of the sponsorship.

Tools

A standardized set of tools including sponsorship assessment, approval, and sample proposal and agreement forms would assist staff through the sponsorship process. Required standardized statements and disclaimers would promote consistency and could potentially eliminate the need for sponsorship agreements of low value being reviewed by a lawyer. The *Fundraising Basics and Key Principles for Success Resource Kit* (City of Toronto 2006) and the Regional Municipality of Halton *Revision to the Corporate Sponsorship and Donation Policy*(2003) have samples of tools that could be modified to create a standardized set of tools.

Marketing and Sponsor Recruitment

Prior to initiating marketing of a sponsorship opportunity an organization should have a well-developed plan. Utilization of the project management framework provides a clear process for defining the issue and determining the goals, objectives, required resources, risks and potential outcomes which are essential in determining the feasibility of a sponsorship opportunity. A well structured plan supports the success of a potential sponsorship. Being able to measure outcomes is essential for both the organization and the sponsor to justify their resource expenditures.

The majority of the organizations whose policies were reviewed set a standard that sponsorship opportunities should be open to all potential sponsors thereby supporting equal access principles. This entails a commitment to advertising sponsorship opportunities, active recruitment and within set limits establishing a competitive process for selection. In a competitive process standardization of the application form and all information about an opportunity would be important.

A review of the literature, however, also suggested establishing criteria so that a competition is not required under certain limited circumstances. Sponsorship of low value, short duration, or when there are unlimited opportunities open to all qualified sponsors (such as multiple sponsors of a continuing education event) are examples.

When establishing a sponsorship opportunity the organization should determine if it is an **exclusive** or an **unlimited** opportunity. An **exclusive sponsorship** has greater value and should command a higher dollar figure. The materials reviewed indicate that industry exclusive

sponsorships are an acceptable practice. However, there is a benefit to an **unlimited sponsorship** opportunity in that it gives the public the impression of an open, more transparent process.

Creating a centralized database is an efficient way to collect and organize sponsorship information. It also has the potential to provide data for statistical and evaluative purposes. Access should be limited to designated staff. A centralized database might include the following information:

- companies classified by type of industry and population;
- company business profiles;
- companies considered acceptable or unacceptable sponsors;
- whether the company prefers to be approached on a local, regional, or national level, or through a foundation;
- contact names;
- previous contacts by OPHA staff;
- status of current sponsorships with OPHA;
- outcome of previous sponsorships.

Sponsors should be informed that they will be included in the database and given the option of not being contacted for future requests.

Recruitment strategies could include advertising sponsorship opportunities on the OPHA website or through campaigns targeted to specific geographical or industry type businesses. All advertising of opportunities should include a disclaimer such as:

“OPHA reserves the right to reject any unsolicited sponsorships that have been offered to the Association and to refuse to enter into agreements for any sponsorships that may have been openly solicited by OPHA.”

Prior to recruiting potential sponsors it is important to have prepared the following information:

- a well defined statement of the sponsorship opportunity including goals, objectives, and your request;
- a menu of levels of sponsorship;
- the type of company appropriate for the specific opportunity based upon mission and history.

A good past relationship or sponsorship can lead to an ongoing positive relationship. A long term relationship is less costly in the long run as set up costs and initial administrative costs can be averaged over a longer period of time. As well, achieving the objectives of the activity sponsored may require an extended period of time.

Sponsor Selection Criteria

There are a number of criteria noted in the literature that should be considered when selecting a sponsor. These include:

- 1) The goals of the sponsor are consistent with the vision, mission, guiding principles, and strategic directions of OPHA and specific program objectives. It would be unwise to accept an unsolicited sponsorship offer that takes the OPHA or its programs in a different direction from OPHA's or the program's goals and objectives or diverts resources.
- 2) OPHA is recognized as a credible and valuable source of public health information. A sponsorship should not diminish that reputation. Therefore, it is important that all potential sponsors be screened.

A sponsorship is not considered appropriate if the company's products and marketing are inconsistent with OPHA's public health messaging including diversity, access and equity, or if the products would be considered harmful to an individual, community, or the environment. Examples include, but are not limited to, tobacco products and weapons. The intended target group of the initiative should also be considered when determining the appropriateness of the sponsor. For example, it would be inappropriate for a company that produces artificial baby milk to sponsor a training program for staff who promote breastfeeding. Sponsorships by companies in the alcohol beverage industry have been considered appropriate in some circumstances but not others.

Sponsorship would not be considered appropriate from companies whose marketing strategies include negative portrayals of individuals or groups or whose messaging would be considered offensive by the public health community.

Screening often involves determining if the company is a "good citizen". Sponsorship would not be desirable with companies who are/have been in violation or are being investigated for violation of any municipal, provincial or federal laws. The sponsor should have a history of marketing campaigns that are consistent with the code of the Canadian Advertising Standards Council.

- 3) The sponsor has the ability to deliver what it has promised.
- 4) The sponsorship is not in violation of **professional standards of practice** established by relevant professional regulatory bodies. The College of Dietitians of Ontario (CDO), the College of Nurses of Ontario (CNO), the Ontario College of Social Workers and Social Service Workers (OCSWSSW), The College of Audiologists and Speech-Language Pathologist of Ontario, and The College of Physicians & Surgeons of Ontario have conflict of interest statements. The Royal College of Dental Surgeons of Ontario has a Code of Ethics.

The CDO talks about transparent practices, providing clients with information about all treatment alternatives and states "In whatever business arrangement dietitians might choose, they have to maintain the generally accepted standards of the profession. They must be careful to ensure that their professional obligations are not compromised, particularly, when working as an employee or partner with an unregulated health professional or a for-profit business entity."

The CNO's practice standard on conflict of interest states "It is important to avoid situations in which there is the potential to use the nurse-client relationship for personal benefit. The personal benefit or interest of the nurse may be financial, but can also include the interests of the nurse's family members and causes or organizations for which the nurse solicits support. It is not acceptable for a nurse to use her/his registration status to promote personal interests such as commercial products or services. Endorsement occurs when the nurse inappropriately uses her/his credentials to lend credibility to a commercial product, product line or service. The endorsement of a product line or service without providing information about other options has the potential to mislead the public and compromise trust."

The OCSWSSW requires its members not to engage in professional relationship that would constitute a conflict of interest, and, in non-clinical practice documentation, identifying information about sponsors, funders and accountability is required.

- 5) The Public Health community's perception of OPHA and how it conducts its business is important. OPHA should always be perceived as conducting its business in an open, equitable, and efficient way. OPHA would not wish to have the perception of making "special" deals or showing favouritism. It is also important for the public to have a sense that the sponsorship will not translate into an additional cost to them either through a direct service fee or taxes.
- 6) The benefits substantially outweigh the costs for OPHA.
- 7) The potential sponsorship is not in conflict with any of OPHAs' current supplier contracts or conditions attached to other sources of existing funding.

Proposals and Sponsorship Agreements

Initial sponsorship proposals give companies an overview of the "what", "why", "how", "when" and "who" of the sponsorship. In drafting the proposal for the potential sponsor details, often include:

- the program goals and mandate;
- goals and objectives for the sponsorship project;
- what you are requesting from the sponsor;
- tentative timelines;
- how the sponsorship will enhance the program;
- the fit with the company's goals and business profile;
- the benefits the company will receive from becoming a sponsor;
- date a response is desired from the company.

Once a proposal has been accepted by both parties it is important to formalize the details in a written agreement with signatures from all parties with approval authority. This reduces the risk

of miscommunication especially in situations where there is the potential for involvement of several different contacts.

The literature reviewed suggests the following details should be considered for inclusion in a sponsorship agreement:

- amount of funding, quantity of product, or level of service;
- start and finish dates of the sponsorship;
- timelines for the delivery of funding/products/service (i.e., delivered all at once or at intervals);
- whether it is an exclusive or unlimited sponsorship opportunity;
- who covers costs involved with the sponsorship arrangement (e.g., design/printing of promotional materials, shipping, rental of display space/equipment, cleanup cost if sponsorship is event-related);
- insurance coverage, if applicable;
- security arrangements, if applicable;
- roles and responsibilities of each party;
- lines of communication;
- a dispute resolution process;
- recognition benefits to be received by the sponsor;
- consent by the company for OPHA to use the company's identifying information in OPHA materials and duration of such use;
- information about the sponsorship can not be sold or passed on (subrogation);
- OPHA does not endorse products or services: a sponsor can not use a recognition item as an endorsement when marketing its product or service;
- OPHA retains program ownership and decision-making rights;
- the sponsor will not receive preferential treatment in its business dealings with OPHA and the sponsor is prohibited from attempting to influence policies or practices;
- a clause stating "the arrangement is independent of existing and/or pending business arrangements that (the Region) has or may have had with the sponsor" (Regional Municipality of Halton, 2003);
- usage of the OPHA logo and name by the company conforms to OPHA Corporate Identity Policy;
- approval by OPHA of printed materials and media materials prior to their release
- a termination clause (e.g., "OPHA reserves the right to terminate the agreement should conditions arise that make it no longer in the best interests of OPHA").

Evaluation

Evaluation of each sponsorship arrangement during and at the end of the sponsorship period measures the progress and attainment of the objectives of the sponsorship. The establishment of well-defined, measurable objectives, and an evaluation process at the onset is important. This includes tracking tools that provide data on expenditures, distribution and reach, demographics and outcomes such as attitude/behaviour changes.

Evaluation of the overall sponsorship program supports best practice and quality assurance principles. The following indicators would be useful in such an evaluation:

- attainment of program objectives;
- number of sponsorships (new and repeat);
- the dollar value (total of all sponsorships, average per sponsorship);
- types of industries involved in sponsorship;
- length of agreements;
- demographics of recipient populations;
- OPHA staff time;
- other OPHA resources used (e.g., storage space, print materials);
- number of consultations with other city divisions (e.g., legal).

Conclusion

This document, created in response to OPHA's interest in sponsorship, provides background information on the opportunities and challenges of sponsorship agreements. While sponsorship programs can be beneficial to organizations, sponsors and the community, it is important that OPHA actions in this arena be informed by clear well-defined policy statements and procedures. It is hoped that this document will be informative to that process.

OPHA's Corporate Sponsorship Policy

A. PURPOSE

This policy provides guidance to OPHA staff when soliciting, considering and entering into business sponsorship arrangements. All forms of sponsorship are acknowledged and publicly honoured as appropriate.

B. GENERAL

A "business sponsorship" for the purposes of this policy is defined as a relationship in which a for-profit business, (known as the "sponsor") supports a program activity, event or other cause identified by OPHA, which may or may not be in return for any type of recognition from OPHA and includes a "donation" defined as a gift of money, materials or services of a charitable nature for which no consideration is required.¹

OPHA staff or OPHA representatives who are soliciting, considering, and entering into business sponsorships on behalf of OPHA or any of its programs shall comply with the following:

1. OPHA's Code of Conduct, specifically the section regarding "Conflicts of Interest".
2. OPHA's purchases are made on the basis of merit. A business' decision to participate or not participate in a business sponsorship with OPHA will in no way influence any of OPHA's purchasing decisions, processes, or regulatory compliance.
3. OPHA avoids any explicit endorsement of any business product or service.
4. Sponsorships must be of net benefit to OPHA.
5. A proposed business sponsorship with a fair market value of less than \$10,000 shall have the approval of the Executive Director or his or her designate.
6. A proposed business sponsorship with a fair market value of \$10,000 or more shall have the approval of the Executive Committee of the OPHA Board of Directors. The Executive Director or his or her designate must provide the Executive Committee with a brief written description of the proposed business sponsorship.
7. OPHA will take reasonable action to ensure that companies are in compliance with laws and regulations

¹ Consideration refers to no obligation on the part of OPHA to consider the sponsoring organization for other business relationships (e.g., future contracts).

C. POLICY

General Requirements

1. OPHA will develop a sponsorship solicitation plan that includes the programs and resources for which it is seeking sponsorship (e.g., its website, Public Health Today magazine, the OPHA e-bulletin, a workshop, its annual conference).
2. When soliciting sponsorships, OPHA will ensure that any potential sponsor produces, markets and/or distributes products and service that are consistent with Public Health messages and practices and that the company and its products and services are consistent with the vision, mission, values and positions of OPHA
3. When developing a memorandum of understanding, OPHA staff will ensure that the agreement:
 - Does not imply product endorsement;
 - Does not unduly influence or compromise OPHA's programs or reputation;
 - Does not give the sponsor approval rights for the sponsored program.
4. OPHA staff must seek permission from the Executive Director or his or her designate, prior to soliciting sponsorship.
5. Sponsorships with a fair market value of up to \$2,500 require a Memorandum of Understanding (short letter); those over \$2,500 require a more detailed memorandum..
6. The company, its product or service must not be currently under investigation for violation of regulations under the Health Protection and Promotion Act (HPPA) or any other relevant act or regulation. Sponsorships will not be accepted from companies with longstanding or currently sustained policies of HPPA or other health legislation violations.

Termination of Corporate Sponsorship

OPHA reserves the right to terminate an existing corporate sponsorship should the sponsor become ineligible under any of the terms outlined in this policy.

Procedure

1. Annually, OPHA staff develops a sponsorship solicitation plan which is used by staff to solicit sponsors for a given project or event or for overall corporate sponsorship for the organization. Details of it may be posted on the website under the About Us section.
2. For each program or event for which OPHA is seeking sponsorship, OPHA establishes a small interdisciplinary sponsorship committee to assess any potential sponsors
3. OPHA staff or representative initiates a sponsorship request by completing the Corporate Profile and Sponsorship Assessment Form for each potential sponsor, and

submitting the completed form to the Sponsorship committee for review. Recommended sponsorships are then sent to the Executive Director for approval. If the sponsorship is less than \$10,000, the approval is signed by the Executive Director or his/her designate.

If the sponsorship is equal to or greater than \$10,000, the Corporate Profile and Sponsorship Assessment Form is reviewed and recommended by the Executive Director to the President of OPHA. The form is then forwarded to the Executive Committee of the Board of Directors for approval. The Executive Director will provide the Executive Committee of the Board of Directors with a brief written outline, recommending the proposed business sponsorship for approval as per OPHA policy.

4. Once approval has been received, OPHA staff will complete a Memorandum of Understanding (short letter) for all sponsors whose donation is under \$2,500.
5. For sponsorships with a value of or over \$2,500 a more detailed Memorandum of Understanding is developed to include all relevant issues such as:
 - amount of funding, quantity of product or level of service;
 - start and finish dates of the sponsorship;
 - timelines for the delivery of funding/products/service (i.e., delivered all at once or at intervals);
 - whether it is an exclusive or unlimited sponsorship opportunity;
 - who covers costs involved with the sponsorship arrangement (e.g., design/printing of promotional materials, shipping, rental of display space/equipment, cleanup cost if sponsorship is event-related);
 - insurance coverage, if applicable;
 - security arrangements, if applicable;
 - roles and responsibilities of each party;
 - lines of communication;
 - a dispute resolution process;
 - recognition benefits to be received by the sponsor;
 - consent by the company for OPHA to use the company's identifying information in OPHA materials;
 - information about the sponsorship can not be sold or passed on (subrogation);
 - OPHA does not endorse products or services: a sponsor can not use a recognition item as an endorsement when marketing its product or service;
 - OPHA retains program ownership and decision-making rights;
 - the sponsor will not receive preferential treatment in its business dealings with OPHA and the sponsor is prohibited from attempting to influence policies or practices;
 - a clause stating "the arrangement is independent of existing and/or pending business arrangements that OPHA has or may have had with the sponsor" ;
 - usage of the OPHA logo and name by the company conforms to OPHA Corporate Identity Policy;
 - approval by OPHA of printed materials and media materials prior to their release;

- a termination clause (e.g., “OPHA reserves the right to terminate the agreement should conditions arise that make it no longer in the best interests of OPHA”);
6. Staff must complete the Record of Corporate Sponsorship, adding each potential sponsor as assessed. This record provides a summary of all sponsorship requests.
 7. Staff are required to document all sponsorship activities by placing final copies of all forms on the shared computer drive in the Communications/Corporate Sponsorship folder. This includes but is not limited to: Corporate Sponsorship Assessment Form, Memorandum of Understanding and Record of Corporate Sponsorship.

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Corporate Profile and Sponsorship Assessment

1. Name and Address of Proposed Sponsor/Organization:

Contact person _____ Title: _____ Phone: _____

What are the products/services that the company is promoting? _____

What are the company's identified priorities for supporting? Please list _____

2. Describe the OPHA initiative and the component(s) to be sponsored:

3. What is the product/service of the business (proposed sponsor) that OPHA is seeking?

4. Is the product and company image consistent with Public Health MESSAGES and OPHA's mission, vision and values? Yes (describe the nature of the association) No Unknown

5. Has the business (proposed sponsor) had any association with OPHA?

Yes (describe the nature of the association) No Unknown

What acknowledgement has the sponsor requested? (In addition to the letter of confirmation)

6. Outline any potential conflict of interest as per OPHA Policies?

Submitted by: _____ Ext.: _____ Date: _____

Recommendation of Executive Director:

Signature: _____ Date: _____

OPHA Executive: Supported Not Supported <\$10,000 ≥\$10,000

Rationale: _____

President/Director: (Signature) _____ Date: _____

Forward to Executive Committee of the Board of Directors Yes No

SAMPLE LETTER OF CONFIRMATION

First Name Last Name
Job Title
Company
Address
City, Province
Postal Code

Dear Mr/Ms Last Name:

Thank you for agreeing to sponsor the Ontario Public Health Association's **[Project or product name]** at the **[Description of Project/product]** on **[Date and Time]**.

It is our understanding that **[Company]** will provide **[money, services-in kind, gifts, in-kind etc.]** for **[details how contribution will be used]**.

OPHA will add your company logo to the relevant materials associated with the sponsorship and (clearly stipulate all conditions of the agreement for which OPHA is responsible).

Your support of **[SPECIFIC Project/product name]** is greatly appreciated and we look forward to working with you.

Sincerely,

Executive Director

OPHA Record of Corporate Sponsorship

Public Health Event or Product to be sponsored: _____

Primary Contact Person: _____ Ext.: _____

Date: _____

Corporate Sponsor and Address	Contact Name	Contact Information (Address, Phone, Email)	Nature of Sponsorship (list items separately (e.g. cash, promotional items, gifts, services in-kind))	\$ Value	Issues Identified	Approved Yes / No

OPHA Corporate Sponsorship

Corporate Sponsor and Address	Contact Name	Contact Information (Address, Phone, Email)	Nature of Sponsorship (list items separately (e.g. cash, promotional items, gifts, services in-kind))	\$ Value	Issues Identified	Approved Yes / No

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OPHA

The Voice of Public Health Since 1949

Founded in 1949, the Ontario Public Health Association (OPHA) is a voluntary charitable non-profit association of individuals and Constituent Societies from various sectors and disciplines that have an interest in improving the health of the people of Ontario.

OPHA MISSION

The mission of the Ontario Public Health Association is to provide leadership on issues affecting the public's health and to strengthen the impact of people who are active in public and community health throughout Ontario.

Our mission is achieved by providing:

- Educational opportunities and up-to-date information in community and public health
- Access to local, provincial and multi-disciplinary community health networks
- Mechanisms to seek and discuss issues and views of members
- Issue identification and advocacy with a province-wide perspective
- Expertise and consultation in public and community health

OPHA VISION

The Ontario Public Health Association will be a dynamic and innovative force, enhancing and reshaping public health.

- A strong association leading public health reform in Ontario
- Well resourced, with significant policy analysis capacity
- Strong links with other health organizations
- Commitment to advocacy
- Highly respected, consistently consulted

OPHA VALUES

OPHA seeks to:

- Be an independent voice for public health
- Encourage a broad concept of health
- Promote health equity, social justice, inclusivity and diversity
- Foster active and mutually rewarding partnerships
- Promote volunteerism and value volunteer contributions
- Facilitate recognition of public health as an integral part of a publicly funded Canadian health system
- Be responsible and accountable in the conduct of its organizational affairs and conduct itself with integrity and in accordance with ethical and professional standards.