

Corporate Sponsorship

Reviewed Date		Number	FI0108
Revised Date	<i>January 14, 2015</i>	Approved Date	<i>October 23, 1996</i>

Purpose

Corporate sponsorship can provide benefits for both corporate sponsors and the Simcoe Muskoka District Health Unit. A sponsor will enhance its image as a good corporate citizen. The health unit will benefit from increased revenue to support service delivery and from enhanced links to local business and industry. It may also assist in promoting the profile of the health unit to a wider public audience, thus increasing general community awareness about the agency and its programs and services.

The health unit is a respected, high profile public agency. Throughout the process of securing corporate sponsorship, the health unit must retain its credibility in the eyes of the public. Potential risks associated with corporate sponsorship may include: loss of credibility should the public view the sponsor as inappropriate; perceptions of favouritism to sponsors in the application of legislative duty; perceptions of conflict of interest.

Policy

The health unit will consider a corporate sponsor where the interests of the sponsor are aligned with interests of the health unit, public interest is maintained and the health unit's image is maintained or enhanced.

Sponsorship may occur in many ways: a financial donation, production of materials, free or at-cost distribution of materials, publicity, meeting space, prizes, supplies, equipment or food, expertise or organizing special events.

When seeking sponsorship for health unit initiatives, staff must ensure that the following criteria are met:

- The message conveyed through the sponsorship or provision of product or services is compatible with the intent of the project.
- The sponsorship agreement is consistent with the policies, practices or objectives of the health unit and of the project.
- The corporate sponsor is in good public standing and their product or service is not seen to be in conflict with the mandate of the health unit.
- Acceptance of sponsorship from a company, whether a financial contribution or products or services will in no way interfere with or influence implementation or enforcement of the Health Protection and Promotion Act of the Province of Ontario R.S.O., 1990, or the Smoke Free Ontario Act, 2006, including all the respective regulations or any other legislation that the health unit is empowered to implement.

- The health unit will not accept sponsorship or donations from an individual or corporation who is not in current, good standing with the health unit (e.g. currently in violation of legislation the health unit is responsible for enforcing, or in current litigation with the health unit)
- The health unit will not accept sponsorship or enter into a funding relationship with a corporation who is in violation of the *International Code of Marketing of Breastmilk Substitutes – Breaking the Rules*.

All potential corporate sponsors whose donations of money, products or in-kind services must be assessed as outlined in the corporate sponsorship procedure.

Procedures

1. When staff are involved in an initiative, and have identified a potential candidate(s) for corporate sponsorship, a Corporate Sponsorship Assessment form FI0108(F2) is completed.
2. The original Record of the Corporate Sponsorship Assessment form will be retained with the agency documentation record.
3. After the staff person completes a "Corporate Sponsorship Assessment" form FI0108(F2) for the potential sponsor and forwards it to the Program Manager, the Program Manager reviews and makes recommendations regarding the appropriateness of the sponsor and forwards it to the service area Director.
4. The Director screens the potential sponsor to determine current good standing according to the criteria in the policy.
5. The Director will communicate with other members of the Executive Committee to provide an opportunity for input into the decision as required.
6. The Director will communicate the decision by returning the Corporate Sponsorship Assessment form to the Program Manager, who will inform the contact person identified on the form and provide the supporting rationale for supporting, or not supporting, the sponsor.
7. In the case where a sponsorship has been supported, a letter will be written by the health unit contact person to confirm the details of the sponsorship and any commitments to be met by the health unit, including the disposition of any unspent funds or unused products. Details of any acknowledgements being provided to the sponsor will also be included in the letter.
8. A formal contractual agreement should be considered when the project will continue over an extended period of time, involves more complex relationships, or involves a considerable amount of resources. The Program Manager will involve the Director as necessary in establishing the content of the agreement.
9. Monies received are forwarded to the Director for establishment of sponsorship accounting.
10. Program Foundations and Finance Service will provide separate tracking of the information regarding expenditures and issue receipts as required for the value of the sponsorship.
11. A minimum of two weeks should be allowed for the approval process.

12. A copy of the assessment form will be forwarded to Program Foundations and Finance for information and maintenance of a central file.

Sponsorship Sought by Community Committee/Coalition

1. The staff person on the community committee/coalition is representing the agency and needs to be alert to the need to inform the Program Manager of any potential conflicts if the group elects to seek corporate sponsorship.
2. If any question arises about the compatibility of the sponsorship with the health unit perspective, or appropriateness of being associated with a sponsor being sought by the coalition, the staff person should consult with the Program Manager. A decision will be reached regarding the health unit response in the particular situation, in consultation with the Director as needed.

Related Forms

FI0108(F1) - Record of Corporate Sponsorship Form

FI0108(F2) - Corporate Sponsorship Assessment Form

Related Policies

PP0107 – Baby-Friendly Initiative Policy

Final Approval Signature: _____

Review/Revision History:

January 14, 2015

September 2010 Policy re-numbered, previous number C1.070