



Policy: Corporate Sponsorship

Approved by: Board of Directors

Date Approved: April 13, 2020

Purpose:

Corporate sponsorship involves relationship building and strengthening partnerships. It is recognized that sponsorship partnerships can provide important marketing support to potential partners while generating additional revenues to support Pickleball Regina's mission and direction.

Corporate sponsorship is a mutually beneficial arrangement or partnership between Pickleball Regina and an external company, organization or enterprise where the external party contributes funds, goods and/or services to a Pickleball Regina project, service or initiative in return for recognition, acknowledgment or other promotional considerations.

Sponsorship Selection:

Acceptance of sponsorship will be based on the following criteria:

- Consistency with the mission and policies of Pickleball Regina
- Provides tangible benefits to both parties
- Potential for a long-term sustainable relationship
- Opportunity to create or leverage value over time

Sponsorship Exclusions:

Pickleball Regina will not enter into sponsorship relationships with companies or organizations involved with the following products or activities:

- Tobacco or cannabis related products
- Vaping products
- Sales of products or services detrimental to human health
- Pornography
- Discrimination on any grounds or stereotypes, or discredits or demeans any group or groups of people
- Religious or political activities
- Engaging in illegal activity, questionable taste, promoting violence or breaking the law in any way

Sponsor Exclusivity:

Pickleball Regina may entertain sponsor exclusivity where there is a large financial value or longer-term commitment that creates a special relationship between the parties.

Sponsor exclusivity provides a corporate sponsor with rights to:

- Veto other companies and organizations as co-sponsors
- Rights of first refusal to sponsor the same event in the future
- Be considered first for additional sponsorship opportunities

Sponsorship Approval:

Sponsorship opportunities that meet the provisions of this policy, are less than a two-year commitment with an aggregate value of less than \$5,000 can be approved by the President.

Sponsorship agreements that involve a commitment of greater than two years, any exclusivity provisions or naming rights regardless of aggregate value or are valued at \$5,000 or more shall be approved by the Executive Committee.

All sponsorship agreements including exclusivity provisions will be reported to the Board prior to final communication of acceptance of the sponsor.

All sponsorship agreements will be reported to the Board on a quarterly basis.

Pickleball Regina reserves the right to terminate an existing sponsorship agreement should conditions arise that make it no longer in the best interests of the organization.