



## Recreation Association of the Public Service of Canada

### SPONSORSHIP, ADVERTISING AND DONATION GUIDE

**Date Updated:** August 29, 2017

#### Purpose

The primary objective of this document is to provide volunteers and members involved in seeking sponsorship, donations or advertising for an event, program or publication some basic guidelines. This document is not meant to cover every possible scenario, but rather provide general direction on some of the factors and considerations when engaging a third party company. The foundation for the guide is the *RA Sponsorship, Advertising and Donation Policy* and all agreements must align with this policy.

#### Scope

This guide applies to all relationships between the RA and businesses, organizations and individuals that contribute either financially or in-kind to RA programs, services or facilities in return for recognition, public acknowledgement (such as a thank you) or other promotion (such as posters, advertising or sales of goods). This includes:

- Program and event sponsorship
- Naming/renaming of RA property, buildings, and structures
- Official or Preferred suppliers (such as specialized products and services)
- Paid advertising on RA property, at RA events, in RA publications, event booths or sales opportunities

#### General Requirements

All sponsorship, advertising and donation agreements must comply with federal and provincial statutes and municipal by-laws. In no circumstance will the RA enter into an agreement where a company will receive a service that forces the RA to break the law.

The following conditions apply when establishing sponsorship, advertising and donation relationships:

- The RA maintains control over the planning and delivery of sponsorship activities, benefits and entitlements for all corporate relationships (those established by the management and staff).
- Any club which negotiates an agreement is responsible for the delivery of any benefits and entitlements.
- Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the RA.
- The relationship must not result in an RA employee, board member or volunteer to receive any product, service or assets for personal gain or use.
- Advertising signs, banners, stand-up displays must not impact the image, quality and integrity of the RA properties, buildings, streetscape, and provide added risks to safety.
- The advertisement of a product or service does not act as an endorsement of any one product or service over another.
- The sponsorship and advertising opportunity should be appropriate to the target audience and not offend any of the RA markets, clients, members or staff or encourage behavior not consistent with the association values and code of ethics.

The Recreation Association of the Public Service of Canada  
2451 Riverside Drive, Ottawa, ON K1H 7X7  
tel. 613-733-5100 fax. 613-736-6234 | [www.racentre.com](http://www.racentre.com)

L'Association récréative de la Fonction publique du Canada  
2451, promenade Riverside, Ottawa (ON) K1H 7X7  
tél. 613-733-5100 téléc. 613-736-6234 | [www.racentre.com](http://www.racentre.com)





## General Terms

RA management recognizes that clubs and leagues seek sponsorship, advertising and donations for activities in which there would be some type of recognition of those contributions on web sites, posters and at the events. The RA understands that within the membership there could be individuals whom have networks which can be accessed for sponsorship, donations and advertising. With this in mind, the following general terms will be used as a framework to recognize contributions to events, facility improvements or other activities:

- Each contribution (or combined number of contributions) can total \$500 (cash or in-kind) or less.
- The contribution receives only a mention in a program, on a poster, verbal thank you presentation of an award at the final banquet, presentation or dinner. All and any exposure of a corporate brand, logo or name in RA facilities on promotional materials must be approved by the Director, Partnerships & Engagement.
- The company cannot be a competitor to a current RA partner (sponsor or business partner) that has a contractual agreement which includes “category exclusivity”. In certain cases, they cannot be a competitor in non-exclusive arrangements. The Director, Partnerships & Engagement and/or the Chief Executive Officer have final say on all partnerships and sponsorships.
- Category exclusivity cannot be offered to any sponsor of \$500 or less without the consent of the Director, Partnerships & Engagement.
- Any agreement that includes exposure to members, or the public, that requires access to RA services such as email marketing, promotion, design (such as posters), media support (all media requests are to be directed through Director, Partnerships & Engagement) or any administrative support, the RA will receive 20% of the sponsorship which will be used as deemed appropriate by management. In the event the sponsorship is a value-in-kind partnership the Club representative and the Director, Partnerships & Engagement will discuss suitable contributions to the RA. The Director reserves the final decision on compensation.

RA Clubs and Leagues are not permitted to add advertising on RA Facility walls, pop-up banners or any other type of advertising without the consent of the Director, Partnerships & Engagement or Chief Executive Officer. RA Clubs are not permitted to offer any advertising that utilizes the walls, fences or structure of the RA without consulting the Director, Partnerships & Engagement.

RA Clubs and Leagues which receive donations cannot provide any commercial benefit to the donor. This includes but is not limited to signage, advertising, on-site activation (such as through event booths or sales opportunities).

RA Clubs and Leagues wishing to engage in partnerships (sponsorship or advertising) valued over \$500 are required to connect with the Director, Partnerships & Engagement to ensure overall contribution to the RA and proper management of the relationship.

All sponsorship values (financial or in-kind contribution) and corresponding benefits are to be forwarded to the Director, Partnerships & Engagement before any agreement is activated. The Chief Executive Officer or the Director, Partnerships & Engagement reserve the right to cancel any agreement that is deemed to contravene the intent of the *Sponsorship, Advertising and Donations* policy or any future or current business relationship.

## Key Contacts

At any point should a volunteer or club member require additional information or discuss potential agreements please contact Bryan R. Merrett, Director, Partnerships & Engagement at [bmerrett@racentre.com](mailto:bmerrett@racentre.com) or (613) 733-5100, X386.

The Recreation Association of the Public Service of Canada  
2451 Riverside Drive, Ottawa, ON K1H 7X7  
tel. 613-733-5100 fax. 613-736-6234 | [www.racentre.com](http://www.racentre.com)

L'Association récréative de la Fonction publique du Canada  
2451, promenade Riverside, Ottawa (ON) K1H 7X7  
tél. 613-733-5100 téléc. 613-736-6234 | [www.racentre.com](http://www.racentre.com)

