

# **PREFERRED SPONSORSHIP PROTOCOL**

## **Introduction/Background**

As an organization that provides programs and services to its members, from time to time, RTOERO may wish to enter into agreements with external businesses which provide products and services of interest to and benefit for members, adding value to their membership. RTOERO will be diligent in ensuring that such agreements do not jeopardize its not-for-profit status.

This Protocol is intended to facilitate the establishment of sponsorships with businesses that provide preferred rates on specific programs and services and/or special promotions on products.

## **Criteria for Sponsorship**

Businesses with a reputation for quality and service may be considered as preferred sponsors for providing products and services to RTOERO members. Such businesses and their products and/or services must be consistent with the mission and vision of RTOERO and uphold its professional image and reputation.

Products and services must be offered to and by accessible by all RTOERO members, meaning offered nationally with information provided in both English and French.

Any consideration of a new sponsorship should consider:

- Reputational assets of the business being considered as a preferred sponsor;
- Advantages to RTOERO and its members;
- Costs involved with the sponsorship, if any; and
- Any special legal or financial requirements.

Sponsorships will never be considered where products and/or services are of an illegal, anti-social, sexually explicit, hateful or otherwise objectionable nature.

## **Elements of a Preferred Sponsorship**

Sponsorship agreements are intended to be of benefit to members and should not create a burden to RTOERO's human and/or financial resources.

Sponsorship agreements should contain the following elements:

- The date the partnership takes effect, and date for consideration of renewal;
- Process for renewal;
- Process for termination;
- Process for monitoring and evaluating the sponsorship;
- Obligations of the sponsor organization, i.e. what is provided to members and under what conditions; and
- Obligations of RTOERO, e.g. what is expected in terms of promotion and communication with members.

As appropriate, preferred sponsors will be recognized through the RTOERO website, promotional materials, publications, and at various conferences and meetings throughout the year.

**Protection of Members' Privacy**

It is understood that RTOERO collects member information to administer the delivery of services to members; this includes the distribution of *Renaissance* magazine and other such publications. In accordance with privacy legislation, RTOERO never releases such information to organizations offering its products and services to members unless a Non-Disclosure Agreement (NDA) is agreed to and signed by both parties.

While certain products and services have been identified as being appropriately tailored for members, and/or offered at preferred rates in approved sponsorships, RTOERO is not responsible for the suitability or quality of such products or services. Further, while members may be assisted in obtaining satisfaction from the providers of products and services, RTOERO cannot guarantee such satisfaction, nor is it liable for any damages that may occur from their purchase and/or use.

Once a preferred sponsorship has been approved, participation of and by members is always voluntary. Members should never be pressured to patronize any particular preferred sponsor and always have the right to unsubscribe from the receipt of promotional offers from a particular preferred sponsor.

**Approval Process**

Requests for the consideration of a preferred sponsorship will be brought to the attention of the Chief Executive Officer by the Chief Administrative Officer, discussed by senior staff and be presented for consideration of approval to the Board.

The Board will consider the appropriateness of such a sponsorship in accordance with this Preferred Sponsorship Protocol.

Once a preferred sponsorship is approved by the Board, the Chief Administrative Officer will be responsible for administering the sponsorship in conjunction with appropriate staff and in accordance with this Protocol.