



## **1.05 Corporate Sponsorship**

Approved: 2017-11-21

Latest Revision Date: yyyy-mm-dd

Review Required: 2022

### **Intent**

To establish guidelines for soliciting and accepting long-term or ongoing sponsors.

### **Policy and Procedures**

Sponsorships are marketing deals. Sponsor contributions allow SBOA to advance its mission and enhance services to members and communities it serves, while offering recognition for the sponsor's connection to SBOA. Sponsor contributions can include financial assistance, in-kind services and/or product donations.

Solicitation of sponsors will identify the potential value to the sponsor (shared goals, improved image and reputation, increased brand awareness and recognition, improved collaboration and sense of purpose, etc.) and outline the proposed use of their contributions (newsletter, website, conferences, courses, etc.).

A written agreement is required for SBOA to accept long-term or ongoing sponsors. The agreement will document expectations, obligations, deliverables and limitations for both parties. SBOA limitations will include, as appropriate, SBOA will not endorse products or provide exclusivity, sell sponsor's products to its members, ask members to sell sponsor's products, provide direct access to individual members or members contact information, and similar provisions.

For details on one-time conference sponsorships, see [4.03 Conference Sponsorship, Trade Show and Advertising](#).

### **Application**

SBOA Board of Directors and long-term or ongoing sponsors.