



# Sponsorship Policy



Rev	Comment	Changed By	Board Approval Date
A	Draft Issued to Board for Comments	R. Hopper	12 Jan 2017

## Introduction

The mission of the Walden Mountain Bike Club is simple: we aim to bring mountain bike riders together. We also strive to promote a fitness-based lifestyle and to foster an ethical and responsible mindset within our membership.

The Walden Mountain Bike Club (WMBC) believes that it can best fulfill its mission through a broad base of support from various sources. However, to maintain its independence and objectivity, it seeks to identify any areas where there may be real or apparent conflicts of interest or where the mission, programs, projects and independence of the WMCB could be compromised.

To expand its base of support, the WMBC is willing to consider partnerships with and gifts from the corporate sector. The WMBC recognizes that corporations, as profit-centered organizations, have obligations to their shareholders, boards and employees to be successful. The WMBC also recognizes that companies support the nonprofit sector not only out of a desire to be helpful, but also with a hope of a return or benefit to the companies from the groups they support.

Given these realities and both legal and ethical considerations, the WMBC is willing to negotiate partnerships and accept support from the corporate sector in ways that will benefit and recognize the supporting companies while enabling the WMBC to better achieve its mission without compromising its principles.



## General Guidelines

The WMBC, as an independent nonprofit organization, will accept no cash or real property gift, pledge of support or noncash gift or services or enter into any partnership with any company or other organization that produces products that are or may be harmful to the WMBC's community.

## Principles

The WMBC will at all times maintain an independent position on educational issues and concerns.

The WMBC will solicit and accept support only for activities that are consistent with its mission.

The WMBC will accept funds for research, informational and educational activities only when the content is to be determined by WMBC or an independent group designated by WMBC.

The WMBC will maintain complete control, consistent with any donor restrictions acceptable to the WMBC, of all funds provided by corporations, organizations and individuals.

The WMBC will not accept any support that implies or requires endorsements of products.



Acknowledgements for corporate support will be limited to the companies' names, logos or slogans that are an established part of the supporters' identities, trade names, addresses and telephone numbers.

Recognition of major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the Walden Mountain Bike Club's mission and purposes. The Walden Mountain Bike Club will seek to develop recognition opportunities that are appropriate and meaningful for both the supporting companies and the Walden Mountain Bike Club.

The Walden Mountain Bike Club's intangible intellectual assets, including its name, research and other work, will be protected at all times. Donors will not be permitted to use the Walden Mountain Bike Club's name or other items for commercial purposes or in connection with the promotion of any product.

The Walden Mountain Bike Club board and staff reserve the right to refuse any donation of cash or other real property, services, noncash gifts or any other forms of support if such support is not in keeping with the above principles or for other reasons that the Walden Mountain Bike Club deems appropriate.

## **Sponsorship Planning**

In December each year, the Board will finalize their list of events for the following year.

Each year in January, the Club will reach out to potential sponsors with the list of events available for sponsorship. Proposals will be solicited from the sponsors on events that they will be interested in sponsoring. Sponsors can be companies, organizations, or individuals. The proposal will include details on:

- How the sponsor intends to support the event
- What is being donated: amounts of money, in-kind donations the sponsor intends to give or how the sponsor intends to support the event
- What the sponsor expects from the Club

## **Criteria for Selecting a Sponsor**

Proposals will be evaluated by the Board using the criteria below:

- If the company sponsored an event last year, lived up to the promised obligations and wants to sponsor the event again, that company has the first right-of-refusal to sponsor the event again for another year.
- If a new event is proposed by a sponsor and the Club wants to host the event, that company has the first opportunity to sponsor the event.
- If a company proposes to significantly increase the level of sponsorship of an existing event so that the format of the event is changed, the Club will first determine if it wants to change the event. If the Club wants to be involved in the proposed reformatted event, the proposing company has the first opportunity to sponsor the reformatted event.