



GOVERNMENT FINANCE OFFICERS ASSOCIATION of The United States and Canada

Alberta Chapter - Policies

SPONSORSHIP

NUMBER: 011

EFFECTIVE DATE: January 12, 2006

AMENDED DATE: September 30, 2016

REVIEWED DATE: September 30, 2016

PURPOSE of the Policy

This policy outlines the principles and guidelines for developing, evaluating, and/or accepting

1. annual corporate sponsorship of the Association and its conference
2. other partnership and commercially oriented proposals that may be presented to the Association.

Definition

Sponsorship is defined as a mutually beneficial exchange, whereby a sponsor receives a benefit in return for providing cash and/or products or services to the GFOA – Alberta Chapter.

Principles

1. GFOA – Alberta Chapter will consider forming mutually beneficial relationships with other organizations that advance the Association's vision of inspiring quality leadership and professional financial management of municipal governments and is seen as the pre-eminent leader in municipal financial strategies, policies and practices.
2. Unless otherwise specified, finances received from sponsorship opportunities will be used to fund the general operations of the Association.

Annual Sponsorship Package

1. On an annual basis, the Annual Sponsorship Package (sample attached), as amended from time to time, will be sent to past and potential new sponsors.
2. In soliciting, evaluating, and/or endorsement for sponsorship, partnership, or other proposals from organizations, the following guidelines will be followed:
 - a. Sponsorship agreements will not in any way imply that GFOA Alberta has endorsed products or services.
 - b. Executive Director approval will be required for all sponsorships.
 - c. The membership list must protect the rights of the members and will not be distributed for promotional, marketing purposes.

Sponsorship provided by the GFOA – Alberta Chapter

1. In general, the GFOA – Alberta Chapter will not provide sponsorship support to another organization that is not affiliated with Government Finance Officer Association.
2. The Executive Director with the direction of the Board of Directors, will determine the extent, if any, of the support provided.
3. All agreements of support, sponsorship will require that the recipient acknowledge GFOA Alberta at the event.
4. The following are not eligible for support:
 - a. Individuals, unless it relates to attendance at a GFOA conference hosted by Alberta, and only under guidelines as approved by the Board.
 - b. Organizations, projects and activities outside of Alberta, except GFOA affiliates
 - c. Advertising and promotions, including advertising solicited on behalf of another organization
 - d. Churches or other religious groups
 - e. Political parties or groups
 - f. Professional fund-raisers working on behalf of an organization
 - g. Generic requests that may be sent to various organizations.

Review and Amendment Procedures

The Alberta GFOA's Sponsorship Policy shall be reviewed annually by the Board of Directors and approve any changes as required.