

	<p><b>Policy No.:</b></p> <p style="text-align: center;">5</p>	<p><b>Approval Date:</b> May 4, 2011</p> <p><b>Created:</b> April 11, 2011</p> <p><b>Last Reviewed:</b></p>
<p><b>Title:</b></p> <p style="text-align: center;"><b>Sponsorship Policy</b></p>		
<p><b>Background &amp; Purpose:</b></p> <p>AAPS actively seeks opportunities to work together with external organizations to achieve shared objectives. However it is vital that we maintain our independence and do not allow external partnerships to bring the name of AAPS into disrepute.</p> <p>AAPS therefore seeks, so far as is practical and within the constraints of British Columbia and Canadian law:</p> <ul style="list-style-type: none"> <li>• Initiatives that do not compromise the independent status of AAPS; and</li> <li>• Assurance that the activities of organizations we do work with are consistent with AAPS' organizational values, mission and purpose.</li> </ul> <p>This policy has been devised to ensure clarity, consistency in application, and openness to all stakeholders. It is designed to address sponsorship and cause related marketing. For policy on donations and gifts, please refer to respective policies.</p>		

**Definition:**

Sponsorship is the negotiated provision of funds, goods or services in exchange for advertising, publicity or other benefits and may take the form of cash support and/or provision of material goods or other resources, such as labour or facilities, in exchange for agreed acknowledgement.

A sponsor is not an organization or individual providing a 'gift' with no benefits in return. Because AAPS would be receiving a benefit in return for sponsorship, sponsorship is not considered a donation.

The Association reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate any aspect of a proposed sponsorship. A sponsorship does not automatically imply any exclusive arrangement with the Association.

**Criteria:**

AAPS will not undertake sponsorship arrangements that:

- Require or imply AAPS' endorsement of commercial products, services, companies or individuals;
- Limit AAPS' ability to carry out its function fully or impartially;
- Are not consistent with human rights, and the protection and treatment of workers; and
- Are not consistent with the Association's mission, goals, values, and policies.

**Approvals:**

The Executive Board is responsible for determining whether a sponsorship will be solicited and/or accepted based on an assessment of the criteria as set out above, and its decision is final. Sponsorships are generally recommended to the Board by the organizer or committee chair and shall not exceed an aggregate amount of \$1,000 per fiscal year.

**Reporting:**

Sponsorships will be reported within the Annual Report.