

CORPORATE POLICY, STANDARDS and PROCEDURE

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<u>POLICY TITLE</u> SPONSORSHIP AND PARTNERSHIP		<u>NUMBER</u> TBA
<u>AUTHORIZATION</u> President and CEO	<u>DATE APPROVED</u> August 2009	<u>CURRENT VERSION DATE</u> July 2016

DATE(S) REVISED / REVIEWED SUMMARY

Version	Date	Comments / Changes
1.0	August 2009	Initial Policy Released
2.0	July 2016	Authorization changed from Vice President, Communications and Public Affairs to the President and CEO.

1.0 PURPOSE

The purpose of this policy is to establish the criteria and guidelines for entering into sponsorship and partnership agreements with third party organizations. Strategic alliances and progressive partnerships that improve services and the health of our population will be pursued.

2.0 POLICY

Under appropriate circumstances, the Fraser Health Authority may enter into sponsorship and partnership arrangements with third party organizations.

This policy and the approval guidelines that follow will not apply retroactively to any sponsorship and partnership agreement in existence prior to its approval but will apply to any renewal of such agreement.

3.0 DEFINITION

Sponsorship and partnership agreements are contractual relationships between Fraser Health and third party organizations that are entered into for mutual benefit. The sponsorship and partnership agreements must further Fraser Health's goals and objectives.

3.1 Sponsorship Agreement

A Sponsorship Agreement is defined as that in which funding is either provided by Fraser Health to a third party organization or conversely, Fraser Health is the

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recipient of a financial contribution from a third party organization. Examples include sponsoring conferences, community health fairs/events, etc.

3.2 Partnership Agreement

A Partnership Agreement is defined as an arrangement in which Fraser Health provides in-kind (non-financial) support to a third party organization. An example would include Fraser Health staff speaking at health education sessions in partnership with an outside organization.

4.0 PRINCIPLES

4.1 Scope

Under appropriate circumstances, Fraser Health will consider the following types of sponsorship and partnership requests:

- a. Financial: direct financial contribution to or from a third party organization
- b. In-kind: use of Fraser Health facilities, publications, web sites, educational materials, programs, services or expertise
- c. Paid advertising from a sponsor (refer to section 4.8)

4.2 Consistency with Fraser Health’s Mission, Vision and Values

Sponsorship and partnership agreements must be compatible with Fraser Health’s mission, vision and values. Accordingly, Fraser Health will only provide contributions to third party organizations whose goals and objectives align with Fraser Health’s. Fraser Health will not knowingly cultivate sponsorship/partnership relationships with third party organizations whose principles, policies or conduct obviously conflicts with Fraser Health’s mission, vision and values.

A sponsorship or partnership agreement can not be entered into if:

- a. It would undermine or negatively affect the image, reputation or public respect for Fraser Health;

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- b. The third party organization derives a significant portion of its revenue from products/services associated with unhealthy lifestyles (i.e. tobacco, alcohol) or supports terrorist/criminal activities or violence;
- c. Affiliation with the third party organization would be highly controversial or divisive in the community Fraser Health serves;
- d. It can be shown that the legal standing of the third party organization is in question or being investigated;
- e. There is legitimate concern about the potential for a conflict of interest, real or perceived;
- f. It would violate fair business practices or the terms of an existing supplier contract with Fraser Health;
- g. It implies endorsement of a partisan political, religious or ideological position.

4.3 Arm’s Length Business Relationships

Fraser Health must ensure that it maintains the “arm’s length” nature of its business relationships with third party organizations including commercial vendors, providers, contractors and suppliers.

A sponsorship or partnership agreement does not, by itself, create a preferred vendor relationship between Fraser Health and the third party organization and commitment to a sponsorship/partnership arrangement will not influence Fraser Health’s business processes.

Sponsorship and partnership agreements must be contractual relationships that fully disclose the outcomes, expectations and commitments of each party. Any sponsorship or partnership agreement must be consistent with fair business practices and policies or an existing contract.

Fraser Health reserves the right to include endorsement as a component of the agreement.

4.4 Conflict of Interest

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Fraser Health’s Conflict of Interest policy and practices must be complied with.

4.5 Naming Rights

If a sponsorship or partnership agreement involves naming rights, it must comply with the B.C. Government’s Naming Privilege Policy, Fraser Health’s Naming Policy and any other applicable policies.

4.6 Sufficient Benefit

The benefit to Fraser Health must be sufficient to justify Fraser Health’s involvement in the sponsorship or partnership agreement.

4.7 Use of Fraser Health ’s Name and Logo

Fraser Health retains full decision-making authority with respect to the use of Fraser Health’s name and logo. Fraser Health’s name and/or logo, and any of the names and/or logos associated with those organizations to which Fraser Health is legal successor, will not be used in any way without the express written agreement of the Vice President, Communications and Public Affairs.

4.8 Paid Advertising

Consistent with the Sponsorship and Partnership Policy, Fraser Health will accept paid advertising to promote an event, product or service in Fraser Health publications and websites as long as it is compatible with Fraser Health’s mission, vision and values.

Full editorial rights are preserved for Fraser Health, however, Fraser Health retains discretion whether to disclose the editorial content of the publication

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to the advertiser. Paid advertisements may not include offers for free merchandise or contests. All advertisements must clearly and prominently identify the advertiser by trademark or signature.

Publication of any paid advertisement does not constitute an endorsement. It is prohibited to give the impression that an event, product or service is endorsed or associated with Fraser Health in any way if such endorsement has not been provided in writing.

5.0 APPLICATION AND APPROVAL PROCESS

Any sponsorship or partnership requests from third party organizations should be directed to the President and CEO. The President and CEO's office will consult with other departments to ensure the request complies with the guidelines and criteria set out in this policy.

5.1 Assessment of Sponsorship and Partnership Proposals

In assessing a sponsorship or partnership request the following is considered:

- a. Is the sponsorship/partnership opportunity compatible with Fraser Health's mission, vision and values?
- b. Does it contribute to the goals of the program or service area associated with the sponsorship/partnership opportunity?
- c. Is it likely that the sponsor will be capable of fulfilling its obligations under the sponsorship/partnership agreement and have a positive impact on the program or service area?
- d. Will the sponsorship/partnership enhance Fraser Health's credibility and visibility?
- e. Will there be an opportunity to generate publicity for Fraser Health's programs, services and staff?
- f. Does the third party organization have a positive reputation in the community?
- g. Is Fraser Health's contribution adequate for the value received?

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- h. Is the third party organization capable of fulfilling its obligations under the proposed sponsorship/partnership arrangement?
- i. Will this sponsorship/partnership opportunity create an unfair, competitive advantage for the third party organization during any future procurement process or create a legitimate perception of bias?
- j. Is there any material risk associated with the proposal? If so, what is the probability and impact of the risk occurring?

The office of the President and CEO will consult with other Fraser Health personnel, as appropriate, to make a decision.

Requests may be approved, rejected or modified by the President and CEO.

5.2 Contract Development

Upon acceptance of a sponsorship or partnership request, the office of the President and CEO is responsible for developing and negotiating the terms of an acceptable sponsorship/partnership agreement.

The terms of the agreement must specify the:

- a. Purpose and scope of the sponsorship/partnership;
- b. Value and nature of the financial or in-kind contribution;
- c. Term of the agreement;
- d. Commitments and obligations of the parties;
- e. Provisions for the use of the Fraser Health's name, logos and trademarks;
- f. Process for amending and terminating the agreement;
- g. Conditions or mechanisms for amending or terminating the agreement including provisions for immediate termination.

5.3 Contract Execution

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Sponsorship and partnership agreements must be signed by the President and CEO, unless Board approval is required in accordance with Fraser Health’s By-Laws and Limits of Spending Authority Policy.

5.4 Management

The office of the President and CEO will generally handle management of sponsorship/partnership agreements and relationships. More complex and larger agreements may necessitate additional oversight.