

<i>Sponsorship Policy</i>		
Approved by: Board of Directors, November 2017	Last reviewed Date:	Document # CC-POL-018

1. General

1.1: The purpose of this policy is to establish the administrative frame work for seeking, approving, payment of commissions, activation costs (if any) and compliance with deliverables of sponsorship agreements.

1.2: The Finance Committee is responsible for the review and updating of this policy. All sponsorships shall be approved by the Board of Directors

2. Sponsorship Management

2.1: The Brand and Marketing Manager shall

- Prepare a comprehensive list of properties that are made available for sponsorships
- Prepare presentations associated with the sponsorship properties
- Seek approval from the Finance Committee and maintain the updated sponsorship list and presentations
- Appoint Revenue Development Officers (RDO)
- Maintain the assigned company/business list for the RDO
- Ensure that no conflicts develop between RDO targets (only one approach per sponsor target)
- Ensure RDOs put forward consistent and professional message, appropriately representing Cricket Canada.
- Seek approval for completed agreements from the Board of Directors
- Monitor activation and compliance of the deliverables of the sponsorship agreements
- Complete reports associated with sponsorship objectives for delivery to the sponsor

3. Revenue Development Officers (RDO)

3.1: An unlimited number of such officers may be appointed by the Brand & Marketing Manager as follows:

- Officers may include provincial members, volunteers, employees, board members or persons not associated with Cricket Canada.
- The appointment is solely based on the ability to get sponsorships for Cricket Canada approved objects
- A signed agreement to accept CC policies and remuneration guidelines is required
- RDO appointments are limited to identified projects and are allocated per company/sponsor with exclusivity for 3 months which may be extended at the manager's discretion.
- Officers shall be entitled to retention income/commissions on a sponsorship that renews in future.
- A Cricket Canada approved agreement shall be used to appoint officers.

4. RDO Remuneration

RDO remuneration shall be as follows:

- 50% of the net profit of the sponsorship if the sponsorship covers a non-budgeted expense.
- If the sponsorship agreement replaces a budgeted expense
 - 15% of the first \$25,000
 - 25% of the amount between \$25,001 to \$50,000
 - 30% on all amounts over \$50,000
- Renewal commissions shall be 50% of the first year commission until such time the sponsorship is discontinued and is payable on renewed amount only.
- Any increase in sponsorship amount increase over the last year is considered new sponsorship.
- RDO shall cover all expenses related to the obtaining of the sponsorships from his/her own resources unless permission has been granted prior to the incurring of the expense.
- No commission is payable if the RDO has any conflict of interest- perceived or actual – with the sponsoring company. Such conflicts are outlined in the Cricket Canada conflict of interest policy.

5. Sponsorship Activation

5.1: The Brand and Marketing Manager shall

- Create a deliverables matrix for all tentative sponsorship agreements
- Receive sponsor agreement on the accuracy of the matrix
- Submit the matrix along with projected cost estimates to the Finance Committee along with sponsorship agreement for approval
- Monitor Activation compliance in cooperation with Operations Manager

6. Sponsor guidelines

6.1: The following restrictions apply to sponsorship:-

- There must be no conflict with International Cricket Council sponsors without obtaining prior permission – i.e. national sponsors can not be in the same product or service area as ICC sponsors if at the same event
- As per Federal government regulation, no sponsorship from manufacturers of tobacco products is permitted
- Cricket Canada will not accept sponsorship that promotes gambling or is considered exploitative.
- Sponsors need to be aligned with Cricket Canada’s policies in regard to gender equity, and support and promote physical activity and a healthy life style.

6.2: The Board of Directors of Cricket Canada reserves the right to reject any potential sponsorship agreement if it does not align with the values of the organization.

7. Compliance

The Brand and Marketing Manager shall provide a detailed quarterly report on sponsorship to the Board and the sponsor detailing compliance with deliverables and improvement suggestions.

Revision History

Revision #	Revision Date	Approved By	Major Changes or Reason for Changes
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