

<i>Sponsorship Policy</i>		
Approved by: Board of Directors, November 2017	Last reviewed Date: Nov 2017	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 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

7.1: 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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