

Sponsorship and Donors' Policy

Why Have a Policy on Sponsorships and Donations?

A sponsorship policy establishes clear expectations for the business relationship between the Epilepsy Association of Edmonton and Northern Alberta (EAENA) and its sponsors.

Sponsorships represent a mutually beneficial exchange between the sponsor and the organization and are most effective when the relationship is clearly defined, including the roles, responsibilities, benefits, risks, expectations, and appropriate disclaimers for each party. This policy outlines the financial and non-financial benefits that may be developed through sponsorship relationships. It provides a framework for defining sponsorship opportunities and aligning the marketing and business objectives of sponsors with EAENA's mission, vision, values, and strategic priorities.

As EAENA works to strengthen its awareness, education, advocacy, and direct support services for people living with epilepsy, sponsorships can provide valuable opportunities to build relationships with corporations, businesses, community organizations, institutions, and individuals who are able to provide financial or in-kind support.

At the same time, sponsors may seek opportunities to increase their visibility, strengthen their community presence, engage with specific audiences, or advance their own organizational goals. A well-designed sponsorship relationship can create meaningful benefits for both the sponsor and EAENA while contributing to improved services and opportunities for people living with epilepsy.

This comprehensive Sponsorship and Donors' Policy addresses:

- Sponsorship relationships and agreements;
- Procurement of financial and in-kind resources;
- Benefits and recognition provided to sponsors in return for their support;
- Guidelines for establishing, maintaining, and nurturing sponsorship relationships; and
- Principles for encouraging and managing donations to EAENA.

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PART 1 – SPONSORSHIP POLICY

The goals of this policy are to:

1. Clarify the roles and expectations of EAENA and its sponsors within a sponsorship relationship.
2. Establish a framework for developing strong and mutually beneficial sponsorship relationships, whether opportunities are initiated by an external organization or identified and developed by EAENA.
3. Define sponsorship options, packages, and plans that provide clear benefits and expectations for sponsors and EAENA.

Sponsorships Are Different from Donations

An important element of this policy is recognizing that sponsorships and donations are different forms of support.

Donations are generally provided without an expectation of direct promotional or business-related benefits in return. A donor may choose to designate funds toward a specific EAENA program, project, or initiative. In such cases, EAENA will demonstrate that the funds were used for the intended purpose in accordance with applicable requirements and the terms of the donation.

Sponsorships, on the other hand, are generally business relationships between two parties, established around mutually agreed-upon goals, expectations, benefits, and deliverables. Sponsorship agreements may include recognition, promotional opportunities, community engagement, event participation, or other agreed-upon benefits.

By combining sponsorship and donation guidelines within one comprehensive policy, EAENA can provide a consistent framework for developing relationships with external supporters while ensuring that financial and in-kind resources contribute meaningfully to the organization's mission and strategic priorities.

Sponsorship Types for EAENA

EAENA may offer sponsorship opportunities to a variety of partners, including:

a) Corporate Sponsors

Financial or in-kind support provided by corporations, businesses, and institutions whose strategic goals and objectives demonstrate reasonable alignment with EAENA's mission, vision, values, and strategic priorities.

Sponsorship arrangements should provide clearly identified benefits to both parties.



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b) Community and Government Agency Sponsors

Financial or in-kind support provided by community agencies, public-sector organizations, non-profit organizations, and other institutions to support EAENA programs, services, initiatives, or community activities.

c) Individual or Business Sponsors

Financial or in-kind support provided by individuals, business owners, or privately operated organizations whose goals and interests demonstrate alignment with EAENA's mission and strategic priorities. Each sponsorship type may include different levels or packages, depending on the nature and value of the proposed support, the benefits offered, and the needs of both EAENA and the sponsor.

Definitions of Sponsorship

A comprehensive list of sponsorship-related definitions can be found in the Glossary section of this policy. (For internal use only).

Sponsorship Benefits

EAENA sponsorship opportunities may provide sponsors with a range of benefits, depending on the level and nature of their sponsorship. **Potential benefits may include:**

Print Recognition

Recognition through EAENA's printed communications and materials, including publications, brochures, event materials, posters, and other printed resources distributed in hard-copy or digital PDF formats.

Digital Recognition

Recognition across EAENA's digital platforms and communications. This may include the EAENA website, social media channels, electronic communications, online campaigns, and other digital promotional initiatives. Where appropriate, digital engagement may be measured through metrics such as website visits, clicks, social media engagement, campaign reach, and other relevant indicators.

Radio and other media campaigns may also be included within this category, depending on the sponsorship agreement.



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Profile and Event Benefits

These may include special recognition at EAENA events and activities, opportunities for sponsor visibility, hospitality opportunities, complimentary event tables or tickets where applicable, and other forms of recognition agreed upon as part of the sponsorship arrangement.

Measuring Sponsorship Impact

The nature and level of financial or in-kind commitments may be evaluated in relation to the potential impact and benefits of the sponsorship.

Key considerations may include:

- Size and quality of potential audience exposure;
- Brand and organizational visibility;
- Opportunities for the sponsor to contribute creatively to EAENA projects and initiatives;
- Clearly defined and measurable outcomes;
- Opportunities for meaningful community engagement;
- Potential for the partnership to grow over time; and
- Overall contribution to EAENA's programs, services, and strategic priorities.

Selection Criteria for EAENA Sponsors

Value Alignment

The foundation of any sponsorship relationship should be a reasonable alignment between the sponsor's vision, mission, and values and those of EAENA.

Before entering into a sponsorship relationship, EAENA will consider the following questions:

- Alignment of Vision, Mission, and Values
- Are the sponsor's vision, mission, values, and activities reasonably aligned with those of EAENA?
- If yes, in what ways?
 - Contribution to EAENA
 - Will the sponsorship provide meaningful financial or in-kind support to EAENA or directly benefit a specific program, service, project, or activity?
 - If yes, how will the support contribute to EAENA's work?
- Cost of Securing the Sponsorship



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- What are the actual costs associated with establishing and maintaining the sponsorship?
- Considerations may include staff time, administration, printing, promotional materials, event expenses, recognition requirements, and other resources required to fulfill the sponsorship agreement.
- Strategic Benefit
- What clear advantages will EAENA gain from the proposed sponsorship, and how will these benefits support the organization's mission and strategic priorities?

The value of a sponsorship should be assessed not only by the financial contribution but also by the overall benefit to EAENA and the communities we serve.

Sponsorship Assessment

EAENA may use a rating scale from 0 (not at all) to 4 (absolutely) to assess proposed sponsorship opportunities based on the criteria outlined above. The assessment is intended to help EAENA determine whether a proposed sponsorship:

- Aligns with EAENA's mission, vision, and values;
- Provides meaningful financial or in-kind support;
- Offers a reasonable return on the resources required to manage the relationship;
- Provides meaningful benefits to the community; and
- Supports EAENA's strategic direction and long-term goals.

Final approval of sponsorship relationships will be subject to EAENA's internal approval processes and any applicable policies, agreements, legal requirements, or ethical considerations.



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