

CNA AS A SPONSOR

Criteria and Guidelines

September 2012

1. Definition

To *sponsor* means to support an event, activity, person or organization either financially or through the provision of products or services. Sponsorship, unlike philanthropy, is undertaken with the expectation of a return (e.g., logo placement, speaking opportunity, etc).

2. Criteria

Sponsorship requests will be evaluated against the following criteria, designed to ensure that sponsorship relationships mutually benefit CNA and the receiving organization. The request under consideration must:

- Align with CNA's vision, mission and goals
- Be national in scope or have the potential to contribute to the national agenda
- Support health, health care and/or nursing
- Contribute to building a sense of pride and belonging with registered nurses in Canada
- Be consistent with CNA position statements and its code of ethics
- Enhance CNA's corporate image and identity

3. Exclusions

Requests that are not eligible for sponsorship include:

- Charitable donations
- Groups that pursue religious goals or those that support arms, violence, tobacco and/or alcohol
- Party-specific political activities and organizations
- Local-, provincial- or territorial-specific events or projects (does not include jurisdictional members)
- School-affiliated projects
- Individuals or family programs, projects or initiatives
- Projects for commercial gain

4. Guidelines: How to Submit

Requests must be submitted by e-mail to executiveoffice@cna-aiic.ca at least two months prior to the start of the event or project. The request must include the following information:

- Summary of the event, activity or project
- Description of the target group
- Amount of funding requested and sponsorship levels available
- Description of marketing and promotional opportunities
- Start and finish dates
- Location and venue
- Benefits to CNA and nursing
- Description of how the event or project fits the criteria in Section 2

5. Internal Testing Elements

In addition to meeting the criteria in Section 2, requests will also be tested against the following elements:

- Relative cost to exposure
 - *Is this exposure opportunity better than other marketing avenues at reaching the target group?*
 - *How well can we leverage the sponsorship?*
- Audience reach and target
 - *Does this opportunity involve one of CNA's stakeholder groups or key target audiences?*
 - *Will our message resonate with the target group?*
- Relative exposure among the sponsors
 - *How many sponsors will there be?*
 - *Will we stand out and be noticed among the other sponsors?*
- Relative fit
 - *Do the other sponsors make us look good? Do they elevate or match our influence?*
 - *Does the cause help our image?*

6. Internal Process

The executive office will be responsible for overseeing the sponsorship program at CNA. Budget dollars will be assigned annually and monitored quarterly by the senior management group.

The following steps will ensure proper evaluation and communication of sponsorship requests:

- Sponsorship requests received at CNA will be forwarded to the governance and senior administrative assistant for tracking and initial assessment.
- An acknowledgement e-mail will be issued indicating that the request was received and that it will be evaluated (including an approximate response time).
- If the request does not meet the criteria in Section 2, a response declining the request will be sent as soon as possible.
- If the request does meet the criteria in Section 2, it will be submitted for a decision at the next senior managers' meeting.
- The decision to support or decline the sponsorship request will be communicated in writing by the governance and senior administrative assistant.
- If the request is approved, the governance and senior administrative assistant will follow up on the details of the sponsorship agreement and work with Communications and Member Outreach to fulfill the opportunity.
- The governance and senior administrative assistant will track all requests and their outcomes.