

## Children's Design International Collection

## Collection Internationale Dessains d'enfants

### **PARTNERSHIP AND SPONSORSHIP POLICY**

GOVERNING BODY:	Board of Directors, Staff
DATE APPROVED:	December 8, 2018
APPROVED BY:	Board of Directors
NUMBER:	(010-18)
Effective Date:	December 8, 2018
Review Cycle:	5 years

#### GOAL

This policy aims to have all persons who are involved in the prospection, negotiations, follow-ups and assessments of partnerships or sponsorships on behalf of CDIC, perform these tasks while taking into account the established standards, which distinguish these types of agreements. This policy is complemented by CDIC's Communication Plan.

#### SCOPE

This policy is directed at all of CDIC's volunteers, employees and contractors whose mandate includes communication with current or past potential partners or donors.

#### POLICY

Partnerships are institutional tools which allow for the pooling of resources and expertise with third parties to achieve common or complementary goals. These agreements should result in economies of scale, promising investments, or otherwise unattainable opportunities.

Sponsorships are opportunities for companies to associate their brand with CDIC's in exchange for funding or media coverage. The monetary value of the funding or media coverage is predetermined and part of the agreement. The sponsor's public exposure and the benefits to CDIC are at the core of both negotiations and assessments of such agreements.

The costs, benefits and risks involved in all partnership or sponsorship agreements must be subject to analysis before being approved by the board of directors.

All partnership or sponsorship agreements must be approved in writing by a person authorized by the partner or sponsor. The time span of the agreement, whether it is related to a one-time or a long-term event, must also be defined.

New employees, contractors and volunteers shall receive a list of partners and sponsors during their orientation.

Except in the case of a joint request to a funding agency, resources for the implementation of a partnership or sponsorship must already be available or approved in the budget by the board of directors.

CDIC's partnership and sponsorship agreements are a complement to the Confidentiality Policy, the Acquisition Policy and the Conservation Policy. Potential partners and sponsors shall be informed of this before finalizing any agreements.

In partnership agreements, access to communication tools shall not be subject to negotiation, and CDIC reserves the right to monitor the visibility given to its partners.

Sponsorship agreements take into account CDIC's Communication Plan and the collection's Access Policy.

#### RESPONSIBILITY

The president shall take action and delegate solicitation and follow-up tasks to the other members of the board of directors as needed.

#### EXPECTED OUTCOME

Partnerships are important for CDIC's development. Once CDIC has sufficient resources, employees and its own premises, sponsors shall be prioritized. Local partnerships will be favoured over overseas partnerships.