

Name	<i>Sponsorship Committee</i>
Purpose	<p>The Sponsorship Committee is a standing committee of AthletesCAN. Its role is to assist the Board of Directors in creating mutually beneficial relationships with organizations whose values align with AthletesCAN. It will raise funds and awareness for AthletesCAN to ensure its long term sustainability while providing our members with resources, benefits, and discounts.</p> <p>The Committee will ensure that all fundraising and sponsorship endeavors adhere to AthletesCAN financial policies, federal tax / charitable organization requirements, and any current AthletesCAN contracts.</p> <p>The Sponsorship Committee will make recommendations to and take direction from the Board regarding sponsorships and partnerships.</p> <p>The committee is also a working committee, and members are expected to carry out the tasks and projects of the organization outlined in these terms.</p>
Key Duties / Responsibilities	<p>The Committee will perform the following key duties / responsibilities:</p> <ul style="list-style-type: none"> - Work with staff and volunteers from other Standing Committees to prepare, review, monitor, and evaluate sponsorship plans through the sponsorship matrices and present to the Board for approval - Identify and monitor the inventory of brand assets <ul style="list-style-type: none"> - Provide valuation of current and prospective AthletesCAN brand assets, including: <ul style="list-style-type: none"> - Logo, AthletesCAN Forum, Canadian Sport Awards, AthleteHUB, social media accounts, online properties, images, videos, members, donors, Leadership Handbooks, and stories - Develop and implement Partner Engagement Strategies <ul style="list-style-type: none"> - Engage, service, and grow current partnerships through the organizations membership, marketing and communications initiatives - Research and identify funding operations in co-operation with national partners through the AthletesCAN Sponsorship Matrix - Establish and nurture long term partnerships with national organizations and other entities - Develop, implement, communicate and monitor Memorandums of Agreement with partner organizations - Develop and implement Fundraising Initiatives <ul style="list-style-type: none"> - Implement, monitor and evaluate fundraising strategy and plan each year - Identify and maintain a list of existing and potential sponsors and funders - To seek corporate sponsorship for AthletesCAN program areas or special projects and/or initiatives



	<ul style="list-style-type: none"> - Such additional duties as may be delegated to the Committee by the Board from time to time.
Authority	<p>The Committee is an active advisor to the Board. The Committee may establish sub-committees to deal with specific issues in relation to the mandate of the Committee. The Committee will exercise its authority in accordance with the bylaws and policies of AthletesCAN, in addition to the provisions set out in this Terms of Reference. The Committee shall not make any financial commitments without the approval of the Board.</p>
Composition	<p>The Committee shall be composed of the following:</p> <ul style="list-style-type: none"> • A minimum of one and maximum of four Board members who are appointed by the Board within forty-five (45) days of the Annual General Meeting • One Staff Member • Up to five (5) additional members shall be appointed by the Committee with recommendations from the Board as requested. <p>All members have equal voting status. Members of the Committee will serve terms of one year, and such terms may be renewed to a maximum of three terms at the recommendation of the Committee Chair and Senior Staff Member. The membership of the Committee will have regard to the diverse nature of AthletesCAN's membership including language, gender, ability/disability and geographic location.</p> <p>Should a vacancy occur on the Committee for whatever reason, the remaining Committee members may appoint a qualified member to fill the vacancy for the remainder of the vacant position's term. The Board may remove any member of the Committee.</p>
Governance	<p>A member of the committee appointed by the board will be chair. The quorum for holding a meeting and for transacting business is 50% of the members, including the Chair. Motions are carried by a simple majority of the votes cast provided that a quorum is present. The Chair votes only in the case of a tie.</p>
Meetings	<p>The Committee will meet by telephone, virtually (via Zoom or Google Meets), or in-person a minimum of once per quarter.</p> <p>Meetings will be at the call of the Chair or at the recommendation of two Committee Members.</p>
Resources	<p>The Committee will receive the necessary administrative support and resources from AthletesCAN to fulfill its mandate. No monetary resources have been budgeted.</p>



Reporting	The Committee will provide quarterly reports through the Chair to the Board on a schedule as set out by the Board. The Committee will report to the membership, in writing, at the Annual General Meeting.
Approval	These Terms of Reference were approved by the Board of Directors of AthletesCAN on July 16th 2024.
Review	The Committee will review these terms of reference on an annual basis and will make recommendations to the Board on any revisions, if warranted.

