



info@anac.ca



www.anac.ca



@AcousticNeuromaCanada

ACOUSTIC NEUROMA ASSOCIATION OF CANADA

ANAC Sponsorship Package

Objective

To create meaningful Sponsor relationships, obtain financial support and increase public awareness, while maintaining the Acoustic Neuroma Association of Canada (“ANAC”)’s integrity and mission-driven focus.

Description

Acoustic Neuroma Association of Canada (“ANAC”) is a Registered Charity #11877 7168 RR0001. As the only organization dedicated to providing support services and resources to individuals and families impacted by an acoustic neuroma within Canada, ANAC has many opportunities to showcase your business or organization’s brand. Consider partnering with ANAC to achieve your desired business objectives while supporting a meaningful cause! Becoming a sponsor for ANAC can increase your visibility – reaching individuals impacted by an acoustic neuroma and beyond through our many communication channels.

The metrics below are increasing every day as we work to broaden our reach, and expand our programs and services, to support individuals and their families impacted by an acoustic neuroma in Canada.

ANAC Coverage:

Website monthly page views: **19,410**

Tri-annual newsletter distribution: **228**

Email recipients (i.e., Mailchimp subscribers): **865**

Facebook followers: **930**

Policies and Procedures

1. Sponsorship

1.1. ANAC Sponsorship Policy

An organization applying for sponsorship (“Sponsor”) offers responsible products, solutions, devices, services, or resources that contribute to enhancing the acoustic neuroma individual and community's quality of life. We prioritize transparency and the utmost principles of fairness, integrity and diversity in all of our Sponsor relationships in accordance with ANAC’s Code of Conduct (<https://www.anac.ca/code-of-conduct>).



1-800-561-ANAC (2622)
or (416) 546-6426



P.O. Box PMB 1005
7-B Pleasant Blvd.
Toronto, ON M4T 1K2

Charity registration # 11877 7168 RR0001

1.2. Publicity by Sponsor

Sponsor may identify itself as a corporate sponsor of ANAC during the sponsorship term in accordance with Section 3. Except as required by law, Sponsor will not issue any press release or other public statement (including on its website) relating to its Sponsorship without obtaining ANAC's prior written consent.

1.3. No Substantial Return Benefit

Any acknowledgment, promotion or advertisement of the Sponsor will be limited to a statement of acknowledgement or appreciation which may include display of the Sponsor's logo, in accordance with the Sponsorship Benefits outlined in Section 3. Sponsorship benefits will not include any qualitative or comparative language, references to price, savings or value information regarding any of the Sponsor's products or services.

1.4. No Endorsement

Sponsorship does not imply endorsement of specific products, providers, or procedures. Under no circumstances will ANAC endorse or promote the Sponsor or its products or services, nor will any such endorsement or promotion be implied or construed based on ANAC's acknowledgment or identification of the Sponsor, or acceptance of sponsorship payment. Sponsor will not state or imply, orally or in writing, that ANAC, or its respective officers, directors, employees, contractors or subcontractors, endorse Sponsor or its products.

1.5. Non-Exclusive Sponsorship

Unless otherwise stated in the ANAC Sponsorship Package, the Sponsor's corporate sponsorship is non-exclusive. Sponsor understands that ANAC may enter into corporate sponsorship or other similar arrangements with other organizations.

1.6. No Tax Benefit

Sponsorships have an advantage, thus are not eligible for a charitable donation tax receipt (refer to: <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/sponsorship.html>).

2. Application Requirements

The organization applying for sponsorship ("Sponsor") must complete an online **ANAC Sponsorship Application** to express its desire to become a corporate sponsor of the Acoustic Neuroma Association of Canada ("ANAC") to provide financial support to and increase public awareness of ANAC's mission. By completing an ANAC Sponsorship Application, Sponsor agrees to comply with all policies and procedures set out in ANAC Sponsorship Package.

There are currently three (3) types of sponsorships available:

- 1) **Annual Sponsorship**
- 2) **In-Kind Donation** (i.e., raffle prize, fundraising incentive, etc.)
- 3) **Speaking Engagement** (i.e., webinar)



2.1. Annual Sponsorship Payment

Sponsor shall select a Sponsorship Package and indicate an associated pledge amount based on the predefined sponsorship levels. Annual Sponsorship Pledge Amount represents a commitment to provide sponsorship funds upon acceptance in writing of the ANAC Sponsorship Application. ANAC reserves the right to decline applications if they do not comply with the policies and procedures outlined herein, and ultimately if the Sponsor's goals and objectives do not align with ANAC's mission, vision and values.

2.2. In-Kind Donation

An in-kind donation is a non-monetary gift. ANAC is currently soliciting raffle prizes and fundraising incentive prizes for our Annual Virtual Walk fundraising campaign. The Sponsor is responsible for shipping cost(s) to all prize winners within Canada.

2.3. Speaking Engagement

ANAC is currently soliciting Sponsors to provide education in the form of webinars targeted to our nationwide membership on relevant topics related to acoustic neuroma diagnostics, treatments, and associated symptom management. All sponsored content will be carefully curated to add educational value while upholding ANAC's vision, mission, values and ethical standards. Sponsors will be required to perform a dry run of their presentation in advance of the education event.

3. Sponsorship Benefits

3.1. Annual Sponsorship Benefits

Upon acceptance of a Sponsorship Application and receipt of committed funds, ANAC will advertise or promote the Sponsor's brand, products, or services based on the receipted funding amount in accordance with the **Annual Sponsorship Benefits** table below, for a period of one year (365 days). At the end of the annual sponsorship period, Sponsor will be given the option of renewing the sponsorship for an additional term(s). Sponsor should refer to any updated Annual Sponsorship Benefits at time of renewal.

3.2. Gift Recognition

Sponsor of in-kind gifts will receive logo recognition in all communications and marketing materials for the associated raffle and/or fundraising incentive during the specific event for which the gift is being provided – including promotional emails, website advertisement and social media advertisement.

3.3. Speaker Recognition

In preparation for the speaking engagement, ANAC will advertise and promote the members-only webinar by email, on our website, and through our social media channels. Sponsor will receive logo recognition on all related marketing and event registration materials. Sponsors will deliver a slideshow presentation, followed by an interactive Question & Answer session, hosted by ANAC using our Zoom video conferencing platform. Sponsor may advertise and promote their organization through their presentation materials and speaking engagement. Webinars will be recorded, distributed by email to our membership, and made available for viewing through our secure Members Portal. Webinars are offered as a benefit of ANAC membership and will not be made public.



4. Use of Sponsorship Funds

All funds raised through sponsorships are allocated to ANAC's Annual Operating Budget. All of ANAC's programs and services are funded through its Operating Budget. Funds are allocated based on the budget priorities set out in ANAC's Strategic Plan, which is reviewed by its Board of Directors on an annual basis and documented in ANAC's Annual Reports filed with Canada Revenue Agency. Sponsors do not determine how sponsorship funds are allocated in the budget.

5. Intellectual Property

5.1. ANAC Logo

ANAC grants the Sponsor a non-transferable, non-exclusive, non-sublicensable, revocable license to use, copy, and display its logo for the limited purposes set out in Section 3.

5.2. Sponsor Logo

Sponsor grants ANAC a non-transferable, non-exclusive, non-sublicensable, revocable license to use, copy, and display its logo for the limited purposes set out in Section 3.

5.3. Ownership

Each of ANAC and Sponsor acknowledges that (a) it has no interest in the other party's logo other than the license granted herein, (b) the other party will remain the sole and exclusive owner of all right, title, and interest in its logo, and (c) any and all goodwill in the other party's logo will inure solely to the benefit of the other party. ANAC and Sponsor will comply with any reasonable trademark guidelines that the other may provide. For clarity, nothing in this ANAC Sponsorship Package is intended to give Sponsor any ownership or other rights in any ANAC property or ANAC-related property created in connection with the Sponsorship including, without limitation, intangible property such as trademarks, event attendee lists, or mailing lists.

5.4. Non-Permitted Associations

Sponsor may not use ANAC's logo in any manner that suggests or implies endorsement of political views or religious beliefs, including, without limitation, in connection with any campaign activity for or against a political candidate or in connection with any lobbying activity.

6. Confidentiality

"Confidential Information" means all information, in any form, furnished to or obtained by Sponsor from ANAC including, without limitation, membership and donor data, budget and other financial data, program plans and strategies, technical data, and know-how.

Sponsor will use Confidential Information only in connection with Sponsor's activities as described herein, and must comply with ANAC's Code of Conduct (<https://www.anac.ca/code-of-conduct>). Under no circumstances shall Confidential Information be used or disclosed without written consent.

Revision: 2023-08-20



Annual Sponsorship Benefits

Updated 2023-08-20

Benefits/Level	PLATINUM+ \$5000+	PLATINUM \$2500-\$4999	GOLD \$1000-\$2499	SILVER \$500-\$999	BRONZE \$250-\$499
Lead sponsor of Annual Virtual Walk (i.e., logo recognition and mention in virtual opening ceremonies/kick-off event, logo recognition and link to Sponsor website on ANAC's event landing page and in related promotional materials)					
Logo recognition and mention in ANAC's virtual education events (i.e., webinars, Annual General Meeting)					
Logo recognition and link to Sponsor website on our homepage, www.anac.ca					
Logo recognition and link to Sponsor website on our "Members" landing page					
Logo recognition inside tri-annual "The Connection" newsletters					
Logo recognition in select marketing emails (i.e., news and updates, event announcements, etc.)					
Logo recognition on selected social media posts (i.e., awareness campaigns, big events, etc.)					

