



POLICY ON SPONSORSHIP

1.0 Policy on Sponsorship

Whereas the Ottawa Rowing Club has a need to increase its revenues or raise capital, monies can be accepted from Sponsors, when the following conditions are met:

1. Sponsorship monies do not compromise the independence of the ORC;
2. Sponsors share the same values as the ORC (as per the True Sport principles);
3. The ORC Board of Directors does not find any conflict between the objects of the Club and the Sponsor;
4. Sponsors are not associated with tobacco, weapons or pornography or other activities that may be perceived to conflict with our club values;
5. Sponsorship monies do not exceed 10% of Club budgeted annual revenue in a given fiscal year, unless designated against a specific project which the membership has approved for unrestricted sponsorships;
6. All sponsorships must be accompanied by a written agreement outlining the responsibilities of the ORC and the Sponsor;
7. Only those with signing authority may bind the Club to a sponsorship agreement;
8. Agreements must contain a clause releasing the ORC in the event of any ethical breach by the Sponsor;
9. The membership will be surveyed periodically, as determined by the Board of Directors, with regards to the parameters of acceptable ethical sponsorship;
10. Where the name of the Sponsor appears on ORC equipment, buildings, clothing, event signage or other promotional medium, the Board of Directors may restrict the size and placement and content of the message in an individual sponsor agreement.
11. The ORC shall reference FISA and RCA restrictions regarding sponsorship and racing.

2.0 Appendix A - ORC Sponsorship Program

2.1 Diamond Oar Sponsorship (\$5,000+)

1. Sponsor will be named on our sponsor website page with their name or as anonymous
 - a. Name will be under the donor level
2. Business or donor will be displayed on our annual gala slideshow during our live auction
3. Business or donor will be listed in gala brochure collateral at event
4. Sponsor will be recognized verbally at the annual ORC gala
5. Highlight in 1 monthly newsletter
6. 3 Social media shoutouts on all platforms (Instagram and Facebook and LinkedIn)
7. Sponsor will be subscribed to our monthly newsletter and e-communications
8. 1 Blog write up on business or organisation, published on our online platforms
9. Complimentary annual gala tickets (2)

2.2 Gold Oar Sponsorship (\$2,500-\$4,999)

1. Sponsor will be named on our sponsor website page with their name or as anonymous
 - a. Name will be under the donor level



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2. Business or donor will be displayed on our annual gala slideshow during our live auction
3. Business or donor will be listed in gala brochure collateral at event
4. Highlight in 1 monthly newsletter
5. 2 Social media shoutouts (Instagram and/or Facebook and/or LinkedIn)
6. Sponsor will be subscribed to our monthly newsletter and e-communications
7. 1 Blog write up on business or organization, published on our online platforms

2.3 Silver Oar Sponsorship (\$1000-\$2,499)

1. Sponsor will be named on our sponsor website page with their name or as anonymous
 - a. Name will be under the donor level
2. Business or donor will be displayed on our annual gala slideshow during our live auction
3. Business or donor will be listed in gala brochure collateral at event
4. Highlight in 1 monthly newsletter
5. 1 Social media shoutout (Instagram and/or Facebook and/or LinkedIn)

2.4 Bronze Oar Sponsorship (\$500-\$999)

1. Sponsor will be named on our sponsor website page with their name or as anonymous
 - a. Name will be under the donor level
2. Business or donor will be displayed on our annual gala slideshow during our live auction
3. Business or donor will be listed in gala brochure collateral at event
4. Highlight in 1 monthly newsletter
5. 1 Social media shoutout (Instagram and/or Facebook and/or LinkedIn)

2.5 Member Option

1. Any sponsor wishing to “roll in” one Masters/Recreational membership may do so for an additional \$850 added to any of the packages above. Add to the membership a single rackage fee for an additional \$1,235 to any of the packages above. The sponsor/member must register and pay RCA and RO fees separately.

Note: Sponsorships are NOT subject to HST but membership and rackage fees are.