



## Sponsorship Policy

The Association of Municipalities of Ontario (AMO) is a not-for-profit organization that works to make municipal governments stronger and more effective, this includes providing cost-saving programs and working to provide municipal officials with tools to succeed, and programs to help maximize taxpayer dollars. The AMO Annual Conference and General Meeting is a premier opportunity for your organization to connect with municipal officials from across Ontario and support them in the delivery of critical services in their communities. Sponsorship not only supports AMO's membership, it also supports the Associations' ability to deliver educational and strategic programming with the fundamental goal of building sustainable communities across Ontario.

### **AMO's Sponsorship Program**

AMO's sponsorship program is intended as a mutually beneficial exchange whereby the sponsor receives value in return for a financial contribution and/or products and services in-kind to AMO. Sponsorships afford opportunities for participating companies and organizations to raise their profile and enhance their image. AMO's sponsorship program includes opportunities to exhibit and engage directly with event delegates.

### **Managing AMO's Sponsorship**

AMO's Sponsorship Program advances AMO's objectives to support its membership in community development and sustainability. The Sponsorship Program adheres to AMO's principles and policies with oversight by its Conference Team and Executive Office.

### **Principles of AMO Sponsorships**

The Sponsorship Program is guided by several principles:

- AMO sponsorships must be in the best interest of its corporation and its membership.
- Goals and objectives of sponsoring organizations must be compatible with AMO's goals, objectives, policies and generally supportive of AMO's mandate and its affiliated corporations.
- Sponsorships cannot be made conditional on AMO or AMO event performance outcomes.
- Sponsorships do not imply AMO endorsement of products or services.
- Sponsorships generally will not be provided on an exclusive basis.

### **Sponsorship Approval**

Approval of all corporate sponsorships will remain the decision of AMO on a case-by-case basis and AMO reserves the right to refuse any sponsorship opportunity.

### **Conditions of Sponsorship**

1. Sponsors must have no expectation of having any impact on the policies and operating procedures of AMO or its affiliated companies.
2. Sponsorships will be covered by the terms of a Letter of Understanding and sponsors will be required to execute their sign back letter prior to the event.

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3. Any public use of the name, images, and logos of AMO, must be approved by the AMO Director of Membership Centre.
4. Following Canada's Anti-Spam Legislation (CASL), AMO does not share registrant contact information.
  - If a Sponsor intends to collect any personal data from event attendees during an AMO event, a privacy statement must be communicated (through posting, flyer etc.) by the sponsor/exhibitor advising that personal data is being collected and what the intended use for this information will be. Attendees must approve this collection.
  - Sponsors are prohibited from sharing any registrant information to anyone outside the organization.
  - It is prohibited that any registrant information is transferred or sold to any third party.
5. AMO will not share any recorded sessions/presentations with a Sponsor unless specifically specified in the Letter of Understanding, including how, where and when this will be shared.
6. Each party agrees to maintain insurance at levels sufficient to meet its obligations under applicable laws. AMO is not obligated to adhere to a sponsor's insurance requirement.
7. A party shall not be deemed in default of this policy, nor shall it hold the other party responsible for, any cessation, interruption or delay in performance of its obligations due to an act of God, war, terrorism, health-related emergency affecting a local or general population, or other similar event beyond the reasonable control of that party (Force Majeure), provided the party so affected gives prompt written notice thereof and takes all steps reasonably necessary to mitigate the effects of the Force Majeure event. If the event is cancelled due to a Force Majeure event, sponsorship payments will be refunded and neither party will be held liable for any other costs or expenses incurred by the other party.
8. All sponsorship payments will be invoiced with the Letter of Understanding and the invoice shall be paid net thirty (30) days from receipt of invoice (unless otherwise specified/agreed).
9. Sponsorships are approved and delivered in adherence with Ontario and Canadian legislation and guidelines as applicable. AMO reserves the right to approve or deny requests by sponsors related to sharing of information or engagement that is outside the event under consideration.

## **Benefits of Sponsorship**

An AMO sponsorship program will be developed on an annual basis for its annual conference and other educational events, which will form the base for the terms of sponsor recognition in return for financial or services in kind contributions.

## **Termination of Sponsorship**

The Sponsorship Letter of Understanding will specify a set period for sponsor recognition and benefits. All obligations on the part of AMO and the sponsor will end following the noted time frame and agreement.

AMO reserves the right to terminate an existing sponsorship should conditions arise during the term of the sponsorship that result in it conflicting with this Policy, or that is no longer supporting the best interests of AMO.

**PLEASE NOTE:** The AMO Sponsorship Policy supersedes all other organizational contracts.