

## AMO SPONSORSHIP POLICY

The Association of Municipalities is a not for profit organization. AMO welcomes municipal equipment and service providers, as well as other organizations, to participate as sponsors in AMO annual Conference/Workshop activities. The purpose of sponsorship is to increase AMO's ability to deliver enhanced levels of educational programming and/or workshops for its members, to augment educational opportunities where sponsorship fits.

## DEFINITION OF SPONSORSHIP

A sponsorship is defined as a mutually beneficial exchange whereby the sponsor receives value in return for cash 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 during specific AMO events.

## THE PROCESS

Partnerships and sponsorships will be sought out and developed by the AMO Sponsorship Coordinator (under the direction of the AMO Executive Director). In due course proposals would be brought to the attention of the Annual Conference Planning Team for consideration and approval.

## PRINCIPLES OF AMO SPONSORSHIPS

- AMO sponsorships must be in the best interests of its corporations 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 SPONSORSHIPS

- I. 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.
3. Any public use of the name, images and logos of AMO, must be approved by the AMO Executive Director.

## 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 terms of sponsor recognition in return for financial or services in kind contributions.

## TERMINATION OF SPONSORSHIP

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

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 no longer supporting the best interests of AMO.