

Policy 3.4 Sponsorship

Created: 2002/09/29

Last Revised: 2024/12/03

Corresponding [Procedure 3.4](#)

Related Policies:

[Policy 1.3 Conflict of Interest](#)

[Policy 5.1 APHEO Conference and Workshop Planning](#)

[Policy 4.3 Harassment and Cyberbullying](#)

General

APHEO is a non-profit, non-partisan professional association that does not endorse the products, services, or values of any company or organization or company.

Definitions

Sponsorship is defined as the provision of funding, in-kind, or other support for an APHEO project, event, such as workshops /conferences, or support in exchange for recognition.

Policy

1. Sponsorship agreements may be entered into by the APHEO Executive Committee or the APHEO Conference Committee, subject to items 2 and 3 below. The APHEO Executive Committee may extend time-limited permission to an individual or APHEO group to solicit sponsors for the purposes of supporting the aims of APHEO.
2. The APHEO Executive must approve new and previous sponsors to ensure that the sponsors are not in conflict with APHEO's mission, vision and goals.
 - 2.1. For event-related sponsorship, sponsors will be made aware of APHEO's Policy 4.3 Harassment and Cyberbullying in advance of the event.
3. Sponsors will be recognized for their support of the APHEO project or event in a manner that has been mutually agreed upon. This recognition does not imply endorsement by APHEO of the sponsor's policy, position, behaviours or holdings.
4. Recognition shall be provided for the duration of the project/event and will be included on any historical documents or references to the same. Sponsorship does not imply either on-going recognition or an obligation by APHEO to enter into future sponsorship agreements.

Responsible Executive Committee Lead

Member-at-Large

Prior Revision Dates

2002/09/29

2014/11/13



2017/06/13

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Procedure 3.4 Sponsorship

Created: 2018/06/26

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Corresponding [Policy 3.4](#)

General

This procedure describes the general course of action for soliciting sponsors and for acquiring and using sponsorship funding, in-kind or other support.

Procedures

Roles and Responsibilities of the APHEO Executive

1. The APHEO Executive Committee is responsible for ensuring there is a designated Sponsorship Lead or Lead(s) to manage sponsorship agreements and business relationships.
2. In their role as Executive Liaison and ex-officio member of the Conference and Workshop Planning (CWP) committee, the Member-at-Large ensures a Sponsorship Lead is designated on the CWP Committee early in the planning process.
3. The Executive Committee retains the authority to approve sponsorship agreements on behalf of the Association. The ability to enter into sponsorship agreements is delegated to Sponsorship Leads but is subject to Executive Committee oversight and approval.
4. The Executive Committee retains the right to cancel and decline any sponsorship that has not been pre-authorized, was not received by an official designate (i.e., Sponsorship Lead), that is not in alignment with the Association mission and vision, or for other reasons (e.g., sponsor's perceived or actual conflicts of interest).
5. The Executive Committee reviews and approves new sponsors prior to signing of new agreements or accepting the sponsorship funds or support.

Roles and Responsibilities of the APHEO Treasurer

1. The Treasurer is responsible for accepting and delegating sponsorship funds appropriately, within the usual duties of the Treasurer position.
2. All sponsorship funds related to APHEO hosted conferences or workshops shall be collected and disbursed through the subsidiary numbered company of APHEO (16257691 Canada Association Inc.) and deposited into the associated bank account.

Roles and Responsibilities of Sponsorship Leads

1. The Sponsorship Lead is responsible for all sponsorship activity conducted for the designated project or event as specified by the APHEO Executive Committee. Sponsorship activities include:
 - 1.1. Developing sponsorship documents (e.g., sponsorship package, agreements)

- 1.2. Soliciting new sponsors
- 1.3. Negotiating details of sponsorship (e.g., funds, in-kind support, timing, etc.)
- 1.4. Signing of agreements
- 1.5. Oversight of transfer of sponsorship funds to the Association via the Treasurer
- 1.6. Recognition of sponsors (e.g., thank you messages after completion of project or event, explicit recognition of sponsorship in project or event documents)
2. Sponsorship Leads are responsible for assessing the appropriateness of potential sponsors and the nature of sponsorship (see guidelines below).
3. When there is significant sponsorship activity to be completed (e.g., for the APHEO Conference and Workshop), the Sponsorship Lead can delegate activities to other committee or work group members. Responsibility for the activities remains with the Sponsorship Lead.

Guidelines for Acceptable Sponsors and Sponsorship

- APHEO will not accept sponsorship that have conditions attached to the sponsored monies (e.g., required purchase of products or services).
- APHEO will not accept sponsorship that would entail endorsement of any products, services, organizations or companies.
- APHEO will not allow sales pitches or partisan messaging from sponsors.
- APHEO will not accept sponsorship from companies or organizations that have perceived or actual conflict with the Association's mission and values, or do not adhere to Policy 4.3 Harassment and Cyberbullying.
- Examples of acceptable sponsors include:
 - government ministries or agencies
 - non-profit organizations with mission and values in alignment with APHEO
 - post-secondary institutions with programs related to public health, epidemiology, biostatistics or related disciplines
 - for-profit companies, such as those for statistical or analytical software (provided the sponsorship is within all other parameters for acceptable sponsorship)

Responsible Executive Committee Lead

Member-at-Large

Prior Revision Dates

2018/06/26

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