



Sponsorship

Terms & Conditions

Purpose

These Terms and Conditions outline the expectations, responsibilities, and commitments between the Regional District of Central Kootenay (RDCK) Community Services department and the Sponsor.

Sponsor Responsibilities

General Terms & Conditions

- Sponsorships must align with RDCK's mission, values, and priorities.
- Sponsorships are a mutually beneficial arrangement where the sponsor provides financial or in-kind support in exchange for (recognition, acknowledgement, or promotional benefits)
- Sponsors must agree that their support does not imply RDCK endorsement of their products, services, or ideas.
- Sponsors shall not access personal information held by RDCK or imply preferential treatment in RDCK procurement or decision-making.

Eligibility

Sponsors must:

- Be in good standing with the RDCK.
- Not be involved in ongoing or past litigation with the RDCK.
- Not produce, promote, or distribute products or services that are contrary to RDCK policies or values (e.g., pornography, weapons, discriminatory content, etc.).
- Not promote religious, political, or divisive messages, or discriminatory, derogatory, or harmful content.
- Comply with all applicable federal and provincial laws and RDCK policies.

Branding, Promotions and Logo Use

- The RDCK will provide all promotional materials to promote the sponsored event.
- Any sponsorship creative, branding, messaging, or activation elements outside of RDCK provided materials must be submitted for approval prior to implementation.
- The Partner grants the Regional District of Central Kootenay the right to use their name, logo, and branding for promotional purposes related to the sponsorship/participation.
- RDCK retains full discretion to approve or reject sponsor content based on appropriateness, community standards, and alignment with RDCK objectives.
- RDCK approval must be obtained for all uses of RDCK logos or visual identity elements.

Promotional Displays

- To ensure a consistent and organized event setup, please review the following guidelines for sponsor displays:
 - **Facility Contact:** Check in with facility staff upon arrival before beginning setup.
 - **Table Space Provided:** Each sponsor will be provided with one table for promotional use. Table locations will be assigned by event staff and may not be changed.
 - **Display Area:** All promotional materials, signage, and items must fit within the boundaries of the table provided.
 - **Banners and Signage:** No banners or signage may be hung on walls, railings, or other event structures. Tabletop signage is permitted as long as it remains self-contained and does not obstruct views or walkways.
 - **Promotional Items:** Sponsors are welcome to bring branded items such as brochures, business cards, small giveaways (pens, notepads, key chains, stickers), or tabletop displays. Please ensure all items are safe, appropriate for all ages, and easy to manage within the allotted space.
 - **Setup and Teardown:** Sponsors are responsible for setting up and removing their materials. Facility staff will not be available to support the sponsor.
 - **Electrical Needs:** If your display requires power, please confirm in advance to ensure accommodations can be made (if available).
 - **Storage Space:** No storage space is available for additional items.
 - **Liability:** The facility and event organizers are not responsible for lost or damaged items.

Sponsorship Valuation

Sponsorship fees and recognition will be based on factors such as the sponsor type (commercial or non-profit), staffing/facility costs, equipment and supply needs, and an administrative fee (10%) plus applicable taxes. In-kind contributions will be valued and assessed similarly.

Contracts

All sponsorships will require a contract outlining terms and conditions between the sponsor and RDCK.

Use of Funds

Sponsorship funds will be allocated to the specific location, service or program where the sponsorship occurs.

Restrictions

Sponsors shall not:

- Expect or request access to RDCK data, internal operations, or staff for commercial purposes.
- Attempt to influence RDCK policy, staffing, or decisions through the sponsorship relationship.
- Expect ongoing sponsorship or renewal unless expressly included in a formal agreement.

RDCK Responsibilities

General Terms & Conditions

- Sponsorships must not interfere with the character, integrity, aesthetic, or use of RDCK services.
- Sponsorships must not create additional net cost to the RDCK or taxpayers.

Transparency & Promotion

- Sponsorships must be transparent and equitable.
- A formal competitive process is not mandatory, but RDCK staff must ensure fairness and alignment to RDCK policies and practices.
- RDCK will develop a communication plan to promote sponsorship opportunities regionally.

Assessment & Approval

- All sponsorships will be evaluated
- An ethical scan and alignment review will be conducted prior to approval.
- If concerns arise, the General Manager of Community Services may consult the appropriate Recreation Commission.

Use of Sponsorship

- Sponsorships are used to enhance community access and inclusion and support existing or new programs, services, and events.
- Funds must be used as per agreement and documented accordingly.

Control & Ownership

- RDCK retains ownership and control of all sponsored activities and materials.
- RDCK is not obligated to purchase products or services from sponsors.

Sponsorship Refusal Process

The RDCK reserves the right to refuse sponsorship at any stage of solicitation or agreement finalization.

Grounds for Refusal

- Sponsorship may be refused if:
 - The sponsor fails to meet the eligibility requirements under Section 6.0 (Restrictions).
 - The sponsor's mission, products, or practices conflict with RDCK policies, values, or public image.
 - Sponsorship would result in a real or perceived conflict of interest.
 - The sponsor is not in good standing or involved in litigation with the RDCK.
 - The sponsorship promotes divisive, discriminatory, or harmful content.
 - If the request is not operationally feasible.

Refusal Procedure

- **Initial Screening:**
Staff conduct a preliminary assessment and ethical scan.
- **Flagging Concerns:**
If concerns arise, the Regional Manager – Recreation & Client Services /General Manager of Community Services is notified.
- **Further Review:**
Where needed, the matter may be referred to the appropriate Recreation Commission for input.
- **Decision Notification:**
Formal communication is sent to the potential sponsor outlining the reason(s) for refusal.

Discretion

All sponsorship approvals or refusals are at the sole discretion of the RDCK and may not be appealed beyond the reconsideration process described above.