

viaSport Policy	
Policy Type:	Operational
Created:	April 2024
Revised:	-
Reviewed:	Every 2 years
Policy Name:	Partnership Policy

1) POLICY STATEMENT

- a) viaSport believes in the power of sport to build strong, healthy, and inclusive sporting communities by collaborating with partners to build public trust and confidence in the promise of sport.

2) PURPOSE

- a) To state the expectations and conditions for viaSport to establish and maintain a formal partnership.

3) SCOPE

- a) This policy applies to all viaSport staff and decision making.

4) DEFINITIONS

- a) Partnership: a collaborative relationship between two or more parties that have agreed to work together, that is based on trust and mutual understanding, and focuses on the pursuit of common goals that cannot be accomplished by the partners on their own.
- b) Financial contributions: dollar funding that is provided directly or indirectly through sales, fees, charges, dues, sponsorships or donations.
- c) In-kind contributions: non-dollar funding that is provided directly or indirectly at the agreed fair market value or at their actual cost.

5) STANDARDS

- a) viaSport will only establish and maintain a formal partnership with organizations that:
 - i) Align to the Mission, Vision, and Values of viaSport.
 - ii) Share a common and specifically defined goal and/or objective(s).
 - iii) Enhance viaSport and the image of amateur sport in BC.
- b) viaSport will not establish formal partnerships with organizations:
 - i) that are primarily in the alcohol, tobacco, or cannabis industries.
 - ii) of similar purpose and scope, unless mutually beneficial, as determined by viaSport in its sole discretion, where a partnership already exists.
- c) viaSport does not accept any kind of support from any organization that, in viaSport's sole discretion, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.

- d) viaSport does not accept any support that requires direct purchase of product or service unless otherwise stated in the partnership agreement.
- e) All formal partnerships must be documented in either an agreement or Memorandum of Understand (MOU) that clearly states:
 - i) The roles and responsibilities between the two organizations.
 - ii) The length of the partnership.
 - iii) Terms of partnership evaluation (annually at a minimum).
 - iv) Terms for partnership renewal.
 - v) Terms of partnership termination.
 - vi) Any financial considerations and payment schedules.
 - vii) Any in-kind considerations.
 - viii) All branding considerations and conditions of use.
- f) All agreements or MOUs must be signed by viaSport's CEO.
- g) viaSport will terminate any agreement or MOUs should conditions arise during the term of the partnership that result in it conflicting with this policy or it is determined at the sole discretion of viaSport that the partnership no longer supports the best interests of viaSport.

-End-