

Search and Rescue Regina, Inc. (SARR)



Sponsor and Donation Recognition Policy

Version 1.2. Adopted by the SARR Board of Directors on May 11, 2010.

Search and Rescue Regina (SARR) recognizes the important role sponsorship and donations play in funding our operations. SARR is a not-for-profit organization incorporated in the Province of Saskatchewan that relies exclusively on internal fundraising efforts and the generosity of Corporations and other benefactors to maintain our service to the general public.

SARR desires to provide value in return for the funding and items received, and this document outlines those things SARR can control that may be of benefit to our sponsors. SARR will issue a receipt for any cash donation (or equivalent fair market value for a donated item).

Should a sponsor or benefactor wish to discuss the possibility of mechanisms and terms outside those outlined in this document, SARR would of course welcome any discussions on the topic.

I. METHODS BY WHICH SARR MAY RECOGNIZE A SPONSOR

The following list describes the various mechanisms SARR can offer to a sponsor or benefactor in recognition of their contribution. Depending upon the value and type of donation, one or more of these mechanisms will be combined for a duration to be prescribed in the following section (“Term of Recognition”).

1. Website recognition(\$100 minimum value)

- a. SARR maintains a website for both internal use and for public access. SARR is proud to be able to offer sponsors a location on our website to prominently display their name or logo. This website is especially busy when SARR is actively involved in a search mission being covered by the media. <http://users.accesscomm.ca/sarr/>

2. *Sponsored item logos (\$100 minimum value)*

- a. For specific items that get donated, the sponsor can place their logo on the item itself. This is a permanent, non-removable recognition from your organization. The exact nature and location of the logo would be agreed upon with SARR before manufacture of the item.
- b. Because these items would be deployed to events where SARR personnel are being utilized, and these are generally newsworthy events of public significance, there is a high potential for media coverage of SARR gear and affixed logos.
- c. Such items might include vests, packs, clothing, tools, safety helmets, etc. Sponsors wishing to donate in this regard but are not sure of SARR's exact requirements are invited to discuss with SARR the variety of items that SARR is actively seeking sponsorship for.

3. *Mobile Equipment and Storage Container logos (\$1000 minimum value)*

- a. SARR retains the rights to display sponsor names and logos on any mobile equipment owned by the organization. This may include vehicles, trailers, cargo storage containers, or all-terrain vehicles.
- b. As with gear worn by SARR personnel, there is a high potential for media coverage of SARR vehicles and affixed logos.

4. *Stationery Presence (\$1000 minimum value)*

- a. This is a designated area at the bottom of our official letterhead with the words "Proudly sponsored by" and then the logos or names of the organizations that committed resources to SARR.
- b. The sponsor's logo and/or name would also be included on SARR brochures and other promotional material.

5. *Media Release (\$5000 minimum value)*

- a. For items or donations of significant value, a press release will be issued by SARR to local media. Upon request by the donor, SARR will engage with the RCMP, Regina Police Service, or other emergency partners as would be deemed appropriate to host a photo-op to showcase the receipt of the donation.

6. Pre-Planned Event Recognition (no minimum value)

Applying only to funding/donations accepted for a specific SARR event. With respect to this type of activity, SARR periodically sponsors Province-wide symposiums and training sessions.

- a. Eligible event sponsorship items include money, facility rental, equipment rental, food, stationery, guest speaker sponsorship, raffle/door prizes, and other items and contributions as subject to review by the SARR event organizing committee.
- b. If funding/donations are accepted by SARR for a specific event, the sponsor's logo and/or name will appear in a dedicated "Sponsored By" section of the event's program guide without regard to dollar amounts.
- c. For donations of \$100 value or greater are specifically allocated towards an event (training symposium, etc), the names of sponsors shall be read aloud at the event during a general address of the attendees.
- d. For donations of \$100 value or greater, sponsors also have the right to provide their own banner for display during the conference. The size and location of the banner will be agreed upon with the SARR event organizing committee.
- e. Discretion will be allowed for SARR to move significant sponsors to a place of prominence in the various documents produced for the event, including:
 1. Brochures
 2. Agendas / Session Outlines
 3. Name tags
 4. Placemats
 5. Menus
 6. Event advertising
 7. Other promotional and stationery materials as agreed upon with the SARR event organizing committee.

II. TERM OF RECOGNITION

Contributions or donations made specifically towards a SARR pre-planned event (see item I-6 above in the previous section) will have a term of recognition restricted to the period of that specific event. This includes the period of initial advertising for the event until the final day of the event, and also includes any post-event material provided to participants and/or media.

For all other contributions made “generically” to SARR, the following terms of recognition apply. The minimum recognized value of contribution is \$100.

Value of Contribution \$100-\$500

- 1) **Website Recognition:** 1 year from date of last donation
- 2) **Sponsored item logos:** permanent display of logo on any item supplied by donation, either through direct donation of the item, or by specifically allocating donated funds towards a specific item.
- 3) **Mobile equipment logos:** not eligible
- 4) **Stationery presence:** not eligible
- 5) **Media Release:** not eligible

Value of Contribution \$500-\$1000

- 1) **Website Recognition:** 3 years from date of last donation
- 2) **Sponsored item logos:** permanent display of logo on any item supplied by donation, either through direct donation of the item, or by specifically allocating donated funds towards a specific item.
- 3) **Mobile equipment logos:** not eligible
- 4) **Stationery presence:** not eligible
- 5) **Media Release:** not eligible

Value of Contribution \$1000-\$5000

One time donation or a cumulative \$1000 within the past two calendar years

- 1) **Website Recognition:** 4 years from date of last donation
- 2) **Sponsored item logos:** permanent display of logo on any item supplied by donation, either through direct donation of the item, or by specifically allocating donated funds towards a specific item.
- 3) **Mobile equipment logos:** eligible to place logo on mobile equipment
- 4) **Stationery presence:** Yes, for a period of two years from the date of the donation
- 5) **Media Release:** not eligible

Value of Contribution \$5000 or greater

One time donation or a cumulative \$5000 (or greater) within the past two calendar years

- 1) **Website Recognition:** 5 years from date of last donation
- 2) **Sponsored item logos:** permanent display of logo on any item supplied by donation, either through direct donation of the item, or by specifically allocating donated funds towards a specific item.
- 3) **Mobile equipment logos:** eligible to place logo on mobile equipment
- 4) **Stationery presence:** Yes, for a period of two years from the date of the donation
- 5) **Media Release:** to be sent to local media for single contributions of \$5000 value or greater. Photo-op opportunities will be made available.

Custom Terms

If these predefined Terms of Recognition do not meet the requirements of your organization, SARR is willing to discuss options that would be acceptable. The outcome of such negotiations would be subject to final approval by the SARR Board of Directors.