

Appendix D

Ontario Medical Students Association

Policy on Accepting Sponsorships

Effective date: May 10, 2020

Review date: NA

1. Definition

Sponsorships are business relationships between OMSA and external organizations. These organizations may include government organizations, not-for-profit organizations, and private or for-profit corporations. These organizations may seek marketing or community relations opportunities provided by OMSA in exchange for money, products, or services provided to OMSA at a lower (or null) cost.

2. Objectives and Purpose of Policy

The purpose of this policy is to delineate a sponsorship protocol for the Ontario Medical Students Association (OMSA) that:

- Aligns with OMSA's values, programs, and services
- Identifies the selection criteria and process of sponsorships for OMSA's activities
- Establishes consistent and transparent incentives for sponsorship depending on the degree and nature of sponsorship
- Provides guidelines for soliciting, managing, and responsibly stewarding sponsorships

3. Overall Policy

OMSA welcomes sponsorships for events, programs, and operations within the terms outlined below. Sponsorships are considered to be a vital contributor to the organization that eliminates the necessity for member fees or inflated pricing for programs and services offered. OMSA may accept in-kind, indirect, and monetary sponsorships and will grant marketing and community relations opportunities in return for sponsorship as per the terms outlined below. OMSA is unable to issue charitable tax receipts in return for sponsorship at this time as we are not registered as a charity or non-for-profit organization at this time.

4. Decision Process

OMSA Executive Council is ultimately accountable for the sponsorship policy and for the oversight of sponsorship agreements. Event organizers and

subcommittees within OMSA may also solicit, negotiate, and manage individual sponsorship agreements. If the sponsorship is limited to events or single program actions (eg. Support for annual OSMERC conference), then the decision of accepting or rejecting the proposed sponsorship is delegated to the relevant Executive Council VP or appropriate committee chair(s) with input from the OMSA Executive Council as necessary.

For sponsorships of any size that are non-event or program targeted, involving exclusivity or multi-year payment, or possessing any doubt about compliance with sponsorship policy, the decision of accepting or rejecting the proposed sponsorship will default to the OMSA Executive Council. All sponsorships shall be reported to the OMSA VP Finance, with regular status reports, such that a running list of current sponsorships can be maintained and sponsorship conflicts avoided.

The process of considering sponsorship proposals shall include discussion regarding:

- Does this sponsorship support our mission, vision, and values?
- Does the sponsorship suit our 2020-2024 strategic plan?
- Will this sponsorship enable us to realize our objectives?

5. **Who to Accept**

Sponsorship shall be consistent with and support the Mission and Vision of OMSA. Ultimately, OMSA strives to develop sponsorships that promote the health of Ontarians, including the opportunity to support the education and well-being of Ontario medical students. OMSA retains the right to accept or deny sponsorship offers without explanation or disclosure of rationale.

OMSA will consider sponsorship proposals from government, non-profit, and for-profit organizations, including (but not limited to) the following: financial institutions, medical institutions, and educational bodies. OMSA has no obligation to accept any sponsorship offer and will only accept sponsorship from reputable organizations whose values, products, or services are not in conflict with OMSA's mission or vision. OMSA's acceptance of any sponsorship proposal **is non-equivalent to endorsement of sponsor products or services** and sponsor benefits and recognition shall be limited to those delineated below (Section 8.0). OMSA will prioritize long-term reputation and credibility as precedent over short-term monetary need. Further, OMSA will carefully consider the impact of perceived endorsement of sponsor products as well as the impact of targeted advertising inherent in accepting sponsorships requiring exclusive rights for advertisement.

OMSA will not accept sponsorship from organizations primarily involved in the promotion, manufacture, or distribution of products or activities which are inconsistent with promoting health among Ontarians, or products which are

contentious with regards to purported health benefits, including, without limitation, tobacco, alcohol, and marijuana. OMSA will additionally not accept sponsorships from companies related to the manufacture or distribution of pharmaceutical products. Further, OMSA will not enter into sponsorship agreements with organizations affiliated with any historic or present criminal activity or unethical operations.

In order to respect the diverse opinions and perspectives of medical students in Ontario, OMSA shall not enter into sponsorships that have a primary focus on party politics or religious activities.

OMSA will not enter into sponsorships which involve commitments that are in conflict with other existing OMSA sponsorships or commitments without full transparency and the consent of all involved parties.

6. Confidentiality

Discussions between OMSA and sponsors or potential sponsors are to be kept confidential. OMSA shall not be the source of any public information regarding sponsorships. All rejections of sponsors shall be kept confidential in order to reduce liability and maintain relationships in the event that future leadership wishes to pursue previously-rejected sponsorship agreements. This information will be exclusively known to the OMSA Executive Council and/or the overseeing OMSA committee.

7. Scope of Sponsorships

Program and operational sponsorships may be negotiated for any specified period of time. Relationships that are anticipated to exceed three years require a review at least every three years. Event sponsorship may be for one event or related to a series of events.

OMSA does not have a limitation on the number of sponsors it may have. For smaller events or sponsorships targeted to a specific program/aspect of OMSA operations, sponsorship opportunities may be limited to one or two major sponsors to ensure that each sponsor receives adequate recognition. For larger events and programs, multiple sponsors are preferred, unless the sponsorship of any one sponsor is sufficiently significant to cover the majority of costs, in which case the name of "title sponsor" will be given.

8. Benefits and Recognition

Benefits and recognition are to be negotiated between OMSA and the proposed sponsor. Benefits offered to sponsors may include naming rights of events, OMSA initiatives, or awards. Benefits may also include attending OMSA events, opportunities to advertise services or products to students at OMSA events, as well as social media and website promotions. These benefits may be changed at the discretion of the OMSA Executive Council from year to year.

OMSA holds sole authority for determining the recipients of any scholarships or funds even if they are supported by or donated in whole by external sponsors.

9. Terms

Sponsorships shall be confirmed in writing and signed by the OMSA President and VP Finance, and co-signed by the sponsor's representative. Sponsorships that are directed towards specific events or programs may be signed by the relevant OMSA Executive Council VP or the committee chair.

The size and scope of the sponsorship shall be delineated in an agreement developed in partnership between the sponsor and OMSA. The agreement shall be directly with the sponsor and not any agent or broker. This agreement shall outline the planned use of the support, the minimum recognition received by the sponsor, **and the statement that OMSA does not endorse sponsor products or services.**

Sponsorships that exceed a single event or action shall be confirmed by a contract. In addition to the items stated above, this contract shall clarify:

- When the sponsor will provide payment, or make promised in-kind goods or services available.
- Who the main contact(s) will be for each party.
- Any agreed upon interim or final reporting, including how the agreement shall be monitored and when reviewed.
- When the agreement terminates, and how early termination is effected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled (e.g. what happens if the event is cancelled).

10. Update Process

The sponsorship policy shall be reviewed by the OMSA Executive Council at a minimum of every 24 months.