

Uplift Community Alliance™

Sponsorships and Endorsement Policy

Uplift Community Alliance actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of events, programs and services. Uplift Community Alliance enters into sponsorship agreements with sponsors as it deems appropriate. Sponsorship agreements may vary by sponsor.

Definitions

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:

- Uplift Community Alliance obtains support for a specified activity.
- Sponsor receives value in return for donations, products and/or services-in-kind to Uplift Community Alliance.

Policy Principles

- Uplift Community Alliance will not endorse the policies or views of its funders or donors.
- Uplift Community Alliance will not promote corporate products without approval by the Board.

Sponsorship Approvals

The Board has the right to refuse an offer of sponsorship that is deemed inappropriate or incompatible with the mission, goals, or best interests of Uplift Community Alliance.

Conditions of Sponsorship

All parties shall understand that the sponsorship agreement will have no impact on the policies or practices, such as materials selection or purchases, of Uplift Community Alliance.

The use of Uplift Community Alliance's name or logo is strictly controlled. Any use of Uplift Community Alliance's name or logo by community or business partners requires prior approval in writing.

An agreement may define the terms of the sponsorship (e.g., project details, timing, limitations, invoicing, and formal recognition of the sponsorship) and any recognition to be provided to the sponsor. The sponsorship agreement may have a set time and all obligations on the part of Uplift Community Alliance and the sponsor may end upon the termination of the agreement, unless otherwise specified in the agreement.

Certain agreements may entitle a sponsor to exclusivity. In all other cases a sponsor may not limit Uplift Community Alliance's ability to enter into other sponsorships.

Sponsor Recognition

Sponsors will be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs or services that are supported by the sponsor.

Charitable Tax Receipts

Charitable receipts will not be issued for sponsorships where the sponsor receives a benefit such as advertising or promotion in return for the donation. However, Uplift Community Alliance shall provide receipts/acknowledgments to donors for all cash and non-cash contributions and obtain valuations of gift-in-kind donations as outlined in IRS Requirements for Donor Documentation and Sample Acknowledgment Letters.