



Policy #: 0012
Developed: March 8, 2019
Revised: December 10, 2020
Effective Date: January 18, 2021

SPONSORSHIP POLICY

Purpose: To clarify how Laubach Literacy New Brunswick (LLNB) manages the event sponsorship function given the provincial scope of the organization but the local reach of most LLNB events.

Scope: LLNB and its fundraising committees

Responsible Party: Executive Director, LLNB

POLICY

- LLNB is aware that New Brunswick is a relatively small market and remains cognizant that it and its affiliated councils may be vying for the same sponsorship dollars.
- LLNB will work with the affiliated councils to ensure we are not approaching the same corporate donors for sponsorship and work with them where there is an opportunity for joint sponsorship.
- LLNB's Executive Director will develop a corporate sponsorship package for each LLNB event as well as a listing of potential local/regional/ provincial sponsors (depending on the geographic reach of the event.)
- LLNB will adhere to the recognition designations provided within the sponsorship package.
- LLNB's fundraising committees are authorized on behalf of LLNB to approach potential sponsors and donors identified.
- It is the responsibility of LLNB's Executive Director to approve/decline any sponsorship offer and when there is uncertainty will identify the sponsorship recognition for which it qualifies.
- All sponsorship dollars received are treated as unallocated funds to be used to support LLNB programs and services.