

The Society's Constitution and the Master Agreement defining the relationships of the on-site partners, clearly describe Britannia's obligation in directing its staff, facilities and other resources to the benefit of the community. This policy is to serve as a framework to assist with decision making in determining support for potential corporate sponsorship opportunities.

### ***Corporate Partnership***

A Corporate Partnership is a contracted arrangement between the Britannia Community Services Centre Society and a corporate organization, designed to benefit both parties. The Partnership is mutually beneficial and is built around a specific program, service or activity of the Britannia Community Services Centre Society.

### ***Partner Profile***

Only organizations and activities deemed appropriate and compatible with the vision, mission and principles of the Britannia Community Services Centre Society will be considered for potential partnerships.

### ***Criteria for Support***

1. Activities will directly benefit or complement programs and services at Britannia and in the community.
2. Activities will directly address identified community priorities in Grandview-Woodland and/or Strathcona.
3. The group or individual requesting support and their proposed activities are non-partisan.
4. The proposed project, program or activity reflects Britannia's principles of cooperation, coordination and integration.
5. The partnership provides an opportunity for sponsors to promote their recognition of the company/product. There is no endorsement by Britannia of the company/product.
6. Britannia retains control of the usage of its logo and identity related to the program - product.
7. That the program/product is judged to have merit and value and will enhance public service.

### ***Negotiations with Potential Partners - Step 1***

The following information shall be accrued by staff and made available to the Finance Committee and/or a relative committee in order to determine a potential partner eligibility:

- a) nature and product(s)/service(s) of the company;
- b) information on the company's history and ownership;
  - c) reason for the company's interest in the Britannia Community Services Centre Society;
  - d) the program around which they wish to create a partnership relationship;

- e) principals of the firm with whom the Britannia Community Services Centre Society will work, including any outside advertising or communications agency;
- f) level of the company at which the partnership has already been approved;
- g) partner's expectation of performance by the Britannia Community Services Centre Society.

***Negotiations with Potential Partners - Step 2***

Should the Finance Committee wish to proceed to this stage, the following will be determined:

- a) willingness of the partner to enter a multi-year agreement;
- b) details of the specific promotion on which the partnership would be based initially;
- c) responsibilities of the Britannia Community Services Centre Society to the partnership;
- d) commitment, if required, from other departments of the Britannia Community Services Centre Society.

***Negotiations with Potential Partners - Step 3***

- a) final approval will be made by the Board of Management.