

**POLICY FOR THE KANATA SENIORS COUNCIL INC. (THE COUNCIL) TO  
SOLICIT AND ACCEPT SPONSORSHIPS FROM PUBLIC AND PRIVATE  
ORGANIZATIONS  
AS WELL AS PRIVATE CITIZENS**

**Preamble:**

It has been agreed by the Executive and Board of Directors of the Kanata Seniors Council Inc. (The Council) that we should actively solicit sponsorship from public and private organizations as well as from private citizens to support our many programs and activities undertaken by the Council. To this end, the Council Executive and Board of Directors approved the formation of a Team to look into developing a policy, which would allow the Council to solicit and accept sponsorship for its' activities. The responsibility of the Team will be to develop this policy as well as a list of opportunities for sponsors and develop a sales kit to be used to solicit sponsorship.

**Policy:**

The Council will offer the opportunity to public and private organizations as well as from private citizens to support the Council's activities which we undertake on behalf of our members and the senior community in the West District of Ottawa. Specific opportunities would be identified and approved by the Director of Sponsorship, then offered to potential sponsors. All agreements must be approved by the Director of Sponsorship before being signed by both parties. In this sponsorship agreement (in written form) each party would agree that they would provide/receive the following:

**Sponsor:**

- Provide the Council with a contribution of cash.
- Provide the Council with information on their company, organization or association.
- Provide the Council with the correct formats for advertising and display material as required.

**Council:**

- Provide the sponsor the opportunity to be listed in the Council's monthly Newsletter (which reaches over 1000 people) and/or website and/or publications and/or other opportunities offered by the Council.

**“SENIORS HELPING SENIORS”**

(as of Feb 2011)