

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 publicservice.

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 Directors.