

Title: **SPONSORSHIP AND ADVERTISING POLICY**

Purpose of Policy:

Out On Screen (OOS) is a non-profit, registered Canadian charity that receives public sector funding at the municipal, provincial and federal level. OOS welcomes corporate, community and social partners that align to fulfill its mission of illuminating, celebrating and advancing queer lives through film, education, and dialogue.

This policy provides a framework through which potential partnerships can be reviewed as being in-line with the organization, its beliefs and undertakings.

This policy strives to promote relationships that will enhance the reputation of OOS and its brands.

Policy Statement and Scope:

This policy applies to income received through fundraising and marketing activities of Vancouver OOS Film and Video Society (OOS) through corporate sponsorships, in-kind sponsorships, advertising purchases or trades.

This policy is not applicable to philanthropic contributions, gifts, or donations made to OOS without expectation of return. Public sector grants obtained from other orders of government, foundations, trusts, etc. are also exempt from this policy.

Any sponsorship that varies from the requirements of this policy shall be approved by the Board of Directors.

An official partner organization has the right to promote its involvement with OOS for the durations of the sponsorship agreement subject to the provisions of this policy.

Definitions:

Advertising: denotes the sale or lease at pre-determined rates for a set period of time of physical and digital advertising or signage at venue locations to an external company, organization, enterprise, association or individual. Advertising does not imply any reciprocal partnership arrangement(s) since an advertiser is not entitled to any additional benefits beyond access to the agreed upon space (eg. physical, digital, etc.).

Donations: are cash or in-kind contributions that provide assistance to OOS. Donations do not constitute a business relationship since no reciprocal consideration

is sought. Donations generally qualify for a tax receipt.

Sponsorship: is a mutually beneficial business arrangement wherein an external party, whether for-profit or otherwise, provides cash and/or in-kind services to OOS in return for commercial advantage and/or acknowledgement. This payback may take the form of publicity, promotional consideration, merchandising opportunities, etc. Due to the existence of significant benefit and potential influence over recognition, sponsorships do not qualify for tax receipts.

Welcome Letter: is an unpaid, written personal acknowledgement by an individual that is meant to welcome festival patrons and note the significance of the event. Welcome letters are generally written by festival staff and/or municipal, provincial and federal leaders, and include an image of the individual.

**Policy
Criteria:**

OOS will consider all proposals but has no obligation to accept any of them. OOS reserves the right to refuse any proposal, including, but not limited to, those submitted by third parties.

All sponsorship and advertising agreements must comply with federal and provincial statutes, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council.

All sponsorship agreements must be arranged for a fixed term.

The sponsorship, must not result in, or be perceived to result in any competitive advantage, benefit or preferential treatment for the sponsor outside of the sponsorship agreement.

OOS will have final approval over the planning and delivery of any sponsorship activity or deliverables relating to its own programming.

OOS will not solicit or accept sponsorship or advertising from companies whose business practices are not in-line with the charity's values or beliefs.

OOS will not allow advertising that promotes alcohol and other addictive substances, either directly or through third party arrangements, where it is reasonably anticipated that youth under the age of 19 will be in attendance.

Messaging that facilitates or promotes hate speech is not allowed, whether directed at an individual or a group.

- This includes any content and targeting, indirectly or directly, intended to degrade, intimidate or incite violence or prejudicial action against a group of people based on their race, gender, ethnicity, national origin, religion, sexual orientation, disability or other differentiating factors.

OOS may, at its discretion, bring any proposals to its Board of Directors for review and determination of compatibility/acceptance.

Expressions and Inferences of Nationalism

Given the power of national symbols and the complexity of their legacies, we will no longer accept ads that include expressions or inferences of nationalism, either in the forms of symbols (e.g. national flags) or in wording (i.e. promoting the advantage of a nation or state), nor will we accept ads from organizations with the primary objective of promoting nationalism.

Canadian public sector funding and welcome letters are defined as distinct from advertising and sponsorship, therefore, they are exempt from this policy.

Consular Funding

With the exception of Canada, we do not accept funding from governments, consulates or embassies, except to cover travel expenses for film makers coming to the festival in order to enrich the dialogue around critical issues instigated by their films.

Political Advertising

All political advertising from political groups or elected officials will indicate that it is paid by a party or candidate, so as to avoid any impression that OOS is supporting any particular party or candidate.

Political advertising content is limited to only messages of support for OOS, The Vancouver Queer Film Festival or Out in Schools.

Any political group or elected official interested in advertising may only purchase **one** of the following: (1) one ½ page or less in the Festival Guide; **or** (1) one full slide package excluding Gala presentations or less in movie theatres. Advertising rates will not privilege one group over any other.

Policy Terms:

OOS reserves the right to reject any unsolicited sponsorships or advertising that has been offered to OOS and to refuse to enter into agreements for any sponsorship that originally may have been openly solicited by OOS.

All sponsorship and advertising agreements shall be evaluated on an ongoing basis to determine continued benefit. The term of an agreement shall not exceed three years unless authorized by the Board of Directors.

OOS reserves the right to terminate an existing sponsorship or advertising agreement should conditions arise that makes it no longer in the best interests of OOS.

To protect the privacy of OOS's donors, partners or participants, sponsors are not to have access to personal information held by OOS.

OOS does not endorse the products, services or ideas of any sponsor. Sponsors are prohibited from implying that their products, services or ideas are sanctioned by OOS.

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