

Assistance League® of Salt Lake City

Sponsorships and Endorsement Policy

Assistance League of Salt Lake City actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of events, programs and services. Assistance League enters into sponsorship agreements with sponsors, as it deems appropriate. Sponsorship agreements may vary by sponsor.

Definitions

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:

- Assistance League obtains support for a specified activity.
- Sponsor receives value in return for donations, products and/or services-in-kind to Assistance League.

Policy Objectives

Assistance League's sponsorship policy has been developed within the framework provided by National Assistance League.

Policy Principles

- Assistance League will not endorse the policies or views of its funders or donors.
- Assistance League will not promote corporate products without approval by the Board.

Sponsorship Approvals

The Board has the right to refuse an offer of sponsorship that is deemed inappropriate or incompatible with the mission, goals, or best interests of Assistance League.

Conditions of Sponsorship

All parties shall understand that the sponsorship agreement will have no impact on the policies or practices, such as materials selection or purchases, of Assistance League.

The use of Assistance League's name or logo is strictly controlled. Any use of Assistance League's name or logo by community or business partners requires prior approval in writing.

An agreement may define the terms of the sponsorship (e.g., project details, timing, limitations, invoicing, and formal recognition of the sponsorship) and any recognition to be provided to the sponsor. The sponsorship agreement may have a set time period and all obligations on the part of Assistance League and the sponsor may end upon the termination of the agreement, unless otherwise specified in the agreement.

Certain agreements may entitle a sponsor to exclusivity. In all other cases a sponsor may not limit Assistance League's ability to enter into other sponsorships.

Sponsor Recognition

Sponsors will be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs or services that are supported by the sponsor.

Charitable Tax Receipts

Charitable receipts will not be issued for sponsorships where the sponsor receives a benefit such as advertising or promotion in return for the donation. However, Assistance League shall provide receipts/acknowledgments to donors for all cash and non-cash contributions and obtain valuations of gift-in-kind donations as outlined in IRS Requirements for Donor Documentation and Sample Acknowledgment Letters.