Société Alzheimer Society
OTTAWA AND RENFREW COUNTY

Sponsorship Policy

Approved: March 31, 2008

Aims of Charity:

The Alzheimer Society of Ottawa and Renfrew County exists to alleviate the personal and social consequences of Alzheimer's disease and related dementias and to promote research.

Our Vision is a world without Alzheimer's disease and related dementias.

1. COMMITMENT TO INDEPENDENCE

We actively seek opportunities to work together with sponsors and organizations to achieve shared objectives. It is vital that we maintain our independence and do not allow external relationships to bring the name of ASORC into disrepute.

ASORC therefore seeks

- Initiatives that do not compromise the independent status of ASORC.
- To ensure that the activities of organizations we work with are consistent with our organizational values.

2. AVOIDANCE CRITERIA

Sponsorship agreements with companies generating revenue from any of the following activities will be avoided:

- Tobacco manufacture.
- Nuclear weapons systems manufacture.
- Companies generating revenue from the sale of pornography.

3. CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- ASORC does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.

4. ENGAGEMENT PROCESS

- Acceptance of a sponsor does not imply endorsement of any particular product.
- In general ASORC does not condone exclusivity in sponsorship arrangements. Potential exclusive arrangements will be evaluated on an individual basis, and re-evaluated on a regular basis to determine their on-going value.
- Our database will not be made available in any way to any sponsor

5. TRANSPARENCY

A copy of this policy will be displayed on our website.

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