



Senior Concerns Sponsorship Policy

Approved by the Board of Directors: *(date)*

Effective Date: *(date)*

1. Purpose

The purpose of this Sponsorship Policy is to establish clear guidelines for accepting corporate and individual sponsorships that support the mission of **Senior Concerns** while protecting the organization's integrity, reputation, and nonprofit status.

Sponsorships provide critical philanthropic support for programs and services that enhance the health, independence, and quality of life of older adults and family caregivers.

2. Guiding Principles

Senior Concerns accepts sponsorships that:

- Align with our **mission, values, and ethical standards**
- Support our programs, events, and community impact
- Do not compromise our independence, credibility, or public trust

All sponsorships are philanthropic in nature and **do not imply endorsement** of any product, service, or organization.

3. Eligible Sponsorship Opportunities

Sponsorships may support, but are not limited to:

- Signature fundraising events (e.g., Love Run, Boat Bash, Golf Tournament)
- Educational programs and community outreach
- Meals on Wheels and other direct service programs
- Special initiatives, campaigns, or anniversary celebrations
- Publications, digital communications, or recognition materials

Sponsorship benefits may include public recognition, logo placement, event visibility, and acknowledgment in print or digital materials, as appropriate.

4. Sponsorship Acceptance Criteria

Senior Concerns will consider sponsorships from individuals, foundations, and corporations that:

- Demonstrate values consistent with the mission of serving older adults
- Do not create a conflict of interest or reputational risk
- Comply with all applicable laws and nonprofit regulations
- Do not seek to influence organizational decision-making, advocacy positions, or program content

Senior Concerns reserves the right to decline or discontinue any sponsorship that:

- Conflicts with the organization's mission or values
- Could negatively impact public trust or client well-being
- Implies endorsement of a product, service, or political position

5. Sponsorship Levels & Benefits

Sponsorship levels, benefits, and recognition opportunities will be defined annually and may include:

- Logo recognition (print, digital, event signage)
- Verbal acknowledgment at events
- Complimentary tickets or registrations
- Inclusion in promotional or thank-you materials

All benefits will comply with IRS guidelines and clearly distinguish between **charitable contributions** and **marketing benefits**.

6. Use of Name, Logo & Branding

Use of the Senior Concerns name, logo, or branding requires prior written approval.

Sponsors may not use the organization's name or logo in a way that:

- Implies endorsement beyond the agreed sponsorship
- Suggests exclusivity without written agreement
- Conflicts with organizational values or mission

7. Gift Acceptance & Tax Considerations

- Sponsorships are accepted in accordance with Senior Concerns' Gift Acceptance Policy.
- The tax-deductible portion of any sponsorship will be clearly communicated in writing.
- In-kind sponsorships are acknowledged but not assigned a dollar value by Senior Concerns.

8. Review, Oversight & Authority

- The President & CEO, in consultation with the Development Committee or Board Chair, has authority to approve sponsorships.
- Sponsorships that present potential reputational, ethical, or financial risk will be reviewed by the Board Executive Committee.
- This policy will be reviewed periodically and updated as needed.

9. Commitment to Transparency

Senior Concerns is committed to transparency, accountability, and stewardship of all sponsorship funds to ensure they directly support the organization's mission and the community we serve.

10. Sponsor Conduct and Event Expectations

Senior Concerns is committed to creating safe, respectful, and welcoming environments for all participants, including staff, volunteers, clients, donors, sponsors, and guests.

As such, all sponsors and their representatives are expected to conduct themselves in a professional, respectful, and appropriate manner at any Senior Concerns-hosted or affiliated event.

This includes, but is not limited to:

- Treating staff, volunteers, guests, and other sponsors with courtesy and respect
- Refraining from behavior that is disruptive, aggressive, inappropriate, or inconsistent with the values of the organization
- Consuming alcohol responsibly, when served, and adhering to all event guidelines and venue policies
- Honoring sponsorship commitments, including agreed-upon participation, presence, and deliverables

Senior Concerns reserves the right to address any conduct that, in its sole discretion, is disruptive, unsafe, or inconsistent with its mission and values. This may include requesting that an individual leave an event or, in more serious cases, reevaluating or discontinuing the sponsorship relationship.

The organization also reserves the right to withdraw recognition or future sponsorship opportunities if a sponsor's actions negatively impact the safety, dignity, or reputation of Senior Concerns, its staff, volunteers, clients, or community partners.

Senior Concerns values respectful partnership and open communication and believes that shared expectations help ensure positive experiences for all involved.

Adopted by the Board of Directors

Date: _____