

NOAMA Sponsorship Policy

Last Approved:	NOAMA Board	December 17, 2024
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1.0 PURPOSE AND SCOPE

a) Objective

NOAMA sponsorships are intended to strengthen academic opportunities that are aligned with AFP. This policy ensures a standardized, transparent process for assessing sponsorship requests that benefit both NOAMA and its stakeholders.

b) Framework

This Policy provides guidelines for sponsorship approvals and establishes criteria to ensure NOAMA sponsorships increase engagement and opportunities within our membership, enhance academic development, and foster collaboration.

c) Budgetary Consideration

Each year, NOAMA will consider approving a sponsorship budget to support various requests. This budget can include funds for special projects, events, and other sponsorship requests that contribute to NOAMA's academic and organizational objectives. NOAMA could consider the use of unrestricted net assets or deferred revenue to support sponsorship requests.

2.0 PRINCIPLES

a) Due Diligence

NOAMA will conduct appropriate due diligence on all sponsorship requests to confirm the requester's credibility, relevance, and alignment with NOAMA's strategic priorities.

b) Membership Benefit

Sponsorships must provide value to NOAMA's membership.

c) Alternative Funding Sources

Sponsorship requests that fall outside this Policy's scope may be advised to seek alternate funding, including collaboration with LEGs, NOSM University, hospitals, or external healthcare organizations.

3.0 PROCESS

a) Annual Budget Review

NOAMA's annual budget review will include an assessment of anticipated sponsorship needs. This budget will be based on past sponsorship activities and forecasted requests that align with our strategic goals.

b) Approval Authority

The NOAMA Board will have responsibility for reviewing and approving sponsorship requests in alignment with this Policy.

c) Eligible Sponsorships

Examples of appropriate sponsorship activities include events like academic conferences, such as Northern Constellations.

d) Intellectual Property Use

Sponsorship recipients may use NOAMA's logo or other branding elements, subject to explicit approval and in compliance with branding guidelines.

4.0 REVIEW

This policy will be regularly reviewed to ensure its continued relevance and effectiveness. It is recommended that this policy be reviewed at minimum every 3 years from last approved.

DO NOT REMOVE THIS VERSION RECORD FROM THIS DOCUMENT

Version	Date	Authors/Comments
1.0	2024.12.17	Original policy