

OCDA Guidelines for Endorsements and Sponsorships

created 5/11/2000

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1. Definitions

1.1 A SPONSORSHIP indicates a financial agreement between the OCDA and the organization receiving remuneration. A SPONSORSHIP also implies the benefits of an ENDORSEMENT.

1.2 An ENDORSEMENT allows the endorsed party to use the name of the Ohio Choral Directors Association, hereafter referred to as the OCDA, as an official endorser of the publication or event.

2. Policy

2.1 Any group, individual, or institution may apply for an endorsement or sponsorship. The OCDA does not discriminate on the basis of race, color, national origin, gender, age, disability, or religion.

2.2 Endorsements and Sponsorships are granted solely by a decision of the full Board of Directors of the OCDA.

2.3 The OCDA Board of Directors reserves the right to cancel any Endorsement or Sponsorship for non-compliance with published protocols.

3. Sponsorship Protocols

3.1 A sponsorship includes the financial remuneration detailed below, as well as permissions for use of the OCDA logo, name, and any other proprietary information deemed necessary.

3.2 Sponsorship Levels

3.2.1 Direct financial support. The OCDA Board will disperse to the sponsored party an agreed upon sum for the purposes stated in the application by the sponsored party.

3.2.2 Use of OCDA proprietary information. The OCDA Board will share with the sponsored party its mailing lists, web-site or any other proprietary information as requested in the application.

3.2.3 OCDA personnel services. The OCDA Board will approve the appearance of an OCDA Board member at the event or publication of the sponsored party.

3.3 Application Procedure

3.3.1 Submit, in writing or by email, the following: Completed application (attached), detailed information on format and content of event, how OCDA members will benefit from the event, and how OCDA name and/or logo will be used in advance advertising and at the event.

3.3.2 The applicant should meet a deadline for submission one month prior to any annual meeting of the OCDA board.

3.3.3 The secretary of OCDA will notify the applicant of the board's decision in writing or by email within seven days of the meeting at which the application was discussed.

3.4 Upon receipt of the OCDA sponsorship, the sponsored party will mail to the secretary of the board of OCDA a full account of the use of OCDA funds or other materials donated as well as any printed or otherwise reproduced materials demonstrating the OCDA endorsement. Examples of these materials include, but are not limited to, flyers, applications, hand-outs, and music.

3.5 Any sponsorship approved by OCDA for an event or publication will mandate a discount for OCDA the membership at an agreed upon percentage by the OCDA Board and the sponsored party. Furthermore, any sponsored event or publication will offer to its constituency an application for membership to the OCDA.

3.6 Report Procedures. Within six weeks after event has concluded, a full final financial statement must be submitted to the OCDA Treasurer that details how all OCDA funds were spent.

4. Endorsement Protocols

4.1 An endorsement includes permissions for use of the OCDA logo, name, and any other proprietary information deemed necessary. The applicant will meet a deadline for submission one month prior to an annual meeting of the OCDA board. These meetings occur on the first Saturday after Labor Day, the first Saturday after New Year's Day, and the first Monday of the state conference in June.

4.2 Application Procedure

4.2.1 Submit, in writing or by email, the following: Completed application (attached), detailed information on format and content of event, how OCDA members will benefit from the event, and how OCDA name and/or logo will be used in advance advertising and at the event.

4.2.2 The applicant should meet a deadline for submission one month prior to any annual meeting of the OCDA board.

4.2.3 The secretary of OCDA will notify the applicant of the board's decision in writing or by email within seven days of the meeting at which the application was discussed.

4.3 Upon receipt of the OCDA endorsement, the endorsed party will mail to the secretary of the board of OCDA any printed or otherwise reproduced materials demonstrating the OCDA endorsement. Examples of these materials include, but are not limited to, flyers, applications, hand-outs, and music.

5. Exclusions

5.1 Applications will not be accepted for either endorsement or sponsorship if the program proposed meets any of the following criteria:

5.1.1 The event promotes or endorses a political candidate or issue.

5.1.2 The event is held by a religious organization for religious purposes or to convert audience to a particular faith.

5.1.3 Participation in the event is discriminatory based on race, color, national origin, gender, sexual orientation, age, disability, or religion.

5.1.4 The event is held outside of Ohio.

5.1.5 The event is being used primarily as a recruitment tool for a college, university or other educational institution

6. Sample Application

Name of Event, Group or Publication _____

Name: _____ ACDA Membership # _____

Address: _____

City _____ State _____ Zip _____

Home Phone: ____/____/____ Business Phone: ____/____/____

email : _____ Fax: ____/____/____

Contact (in different than above)

Name: _____ ACDA Membership # _____

Address: _____

City _____ State _____ Zip _____

Home Phone: ____/____/____ Business Phone: ____/____/____

email : _____ Fax: ____/____/____

Date of event or publication: _____

Type of support requested:

Endorsement _____

Sponsorship: _____

If requesting a sponsorship, check all items being requested, and fill in the amount where appropriate.

Cash Donation: _____ Amount Requested: _____

Mailing List: _____

Web Materials: _____

Please attach your budget for this event. Be certain to show where the OCDA funds will be spent.

Other: (please specify)