

## **Sponsorship Policy**

### **Background**

The Invictus Games Toronto 2017 Organizing Committee is tasked with the responsibility of planning, managing and staging the 2017 Invictus Games. The Organizing Committee also has the responsibility of raising a significant amount of revenue to help finance the Games.

The Invictus Games Toronto 2017 could not take place without the support of dedicated corporate sponsors. In addition to a direct financial investment, their products, services and areas of expertise are vital to hosting successful Games. Through their commitment and support, sponsors provide the foundation for staging the Games, and in so doing, contribute to the healthy recovery and support of every participating competitor and their families.

### **Sponsorship Definition**

In this policy, sponsorship is defined as:

A business relationship between the Invictus Games Toronto 2017 Organizing Committee and a provider of funds, products, services and/or resources that offer in return certain value rights and benefits that may be used to commercial advantage.

In this relationship, organizations provide a cash investment, products, services and/or resources that are used to support or enhance the successful staging of the Invictus Games Toronto 2017 (the "Games"). Sponsors receive certain rights and benefits, including the right to publicly associate their brand, products or services with the Games.

Our sponsors' priorities include:

- Brand development and enhancement.
- Employee recruitment/retention.
- Unique showcasing opportunities.
- Business-to-business networking.
- Direct revenue-generating opportunities.
- Demonstrating capabilities to the world.
- Contributing to a patriotic, nation-building opportunity.
- Supporting young competitors.
- Being recognized as a successful national or international entity.
- Unique hospitality benefits.

Sponsorship in the context of this policy does not include philanthropic or charitable donations.

## **Principles**

The overall objective of this policy is to ensure that the Invictus Games Toronto 2017 sponsorship program achieves the following:

- Assists in the achievement of the Organizing Committee's mission and vision.
- Assists in meeting the Organizing Committee's financial objectives.
- Enhances the Invictus Games Toronto 2017 brand perception and reputation.
- Enhances the successful staging of the Invictus Games Toronto 2017.
- Complies with all applicable directives as established by the Organizing Committee's Board of Directors.
- Protects the interests of the Organizing Committee's stakeholders.
- Properly documents and records the process of sponsorship negotiations to ensure a fair, open and transparent process.

## **Process**

This sponsorship policy ensures a fair, open and transparent process that ensures an equal opportunity for qualified parties. The Organizing Committee will seek to ensure that the best overall partner in each identified sponsorship category is selected by reviewing each submission against the following base-level criteria:

- Cash investment.
- Budget-relieving value-in-kind contribution.
- Experience and capabilities within the respective product(s) and service(s) category.
- Budget-enhancing value-in-kind contribution.
- Overall contribution to the successful staging of the Invictus Games Toronto 2017.
- Corporations whose values and missions are consistent with the Organizing Committee's.