



## OFIS Sponsorship – Connecting Your Business to OFIS Member Schools

June 2015



### What Does OFIS Sponsorship Look Like?

OFIS has a keen interest in providing its membership with convenience and effectiveness. By connecting with sponsors that provide great products, resources and/or services, OFIS provides a valuable service to its member schools as they strive for more growth and greater success. A business or organization that provides products, services or resources **with specific educational or business value to independent schools and who provide a legitimate added-value to member schools through special pricing and/or unique programming and who routinely conduct their own business in a legally and ethically sound manner are eligible to be OFIS sponsors.**

Since there are so many such organizations contacting OFIS for sponsorship possibilities, it is imperative that OFIS use an effective process for determining which organizations make the best sponsors, meaning they provide the best value and most important services, products or resources to member schools. OFIS saves time for member schools by inviting sponsors to be involved this way. If member schools can count on an OFIS endorsement of a company or its product, less time is required to find that company or product individually. Having business sponsorships provides an additional revenue stream to OFIS thereby keeping membership fees reasonable so that more schools find this association accessible.

**Criteria** – *Business'/organizations that become OFIS sponsors will demonstrate the following:*

- a) provision of a product/service/resource that is discerned by the Executive Director and/or OFIS board to have demonstrable educational or business value unique to independent schools*
- b) willingness to provide a legitimate added-value(s) to OFIS and its member schools through special pricing, event sponsorship (OFIS sponsors will receive the added-value of brand access via mailings and events as well as preferred referral services from OFIS to member schools).*
- c) legal and ethical soundness in conducting their own business'/organizations (OFIS does not assume any legal responsibility for business agreements signed between member schools and sponsors).*

---

### What does OFIS sponsorship provide for sponsors?

OFIS sponsors will receive regular access to the more than 1000 independent schools in the OFIS database through regular e-news, website presence, bi-annual mailings and professional development events (including virtual learning events). OFIS sponsors will also receive preferred referral services to member schools looking for the products or services that sponsors provide. OFIS will also take additional steps to connect sponsors to schools through regular information sharing on prospective clients and regular events where sponsors' products would be showcased. Sponsors will provide a value-added product or service available only to OFIS members and will regularly ensure that schools receiving special price points on products or services are current OFIS members, thereby protecting those discounts. Sponsorship agreements are subject first to the adjudication of the Executive Director, to then be presented to the OFIS board once approved by the Executive Director. Sponsorship agreements are renewed annually. Sponsorship fees are non-refundable.

---

## How does OFIS sponsorship work?

In consideration of sponsorship support, upon receipt of an **annual sponsorship contribution of \$2000**, OFIS will:

- provide favourable logo recognition and/or exhibition allowance during OFIS Professional Development events. These include learning days twice a year, on-site workshops & in-service days, regional sessions (government relations) and webinars. Opportunities include pre-event marketing via website and e-news, on-site signage as well as brand placement in event materials, public recognition by acknowledgement at events and the opportunity to connect with event participants as topics relate to sponsors' products or services.
- provide a consistent preferred referral service where OFIS members are directed specifically to sponsors' products and services based on member needs and which could result in client agreements between members and sponsors.
- advertise benefits of and recognition of sponsors' products and services regularly in *OFIS e-news*
- provide a sponsorship page on OFIS' website where sponsors provide mutually agreed upon content
- include complimentary attendance passes for OFIS learning events for the purpose of executive-level networking
- the opportunity to showcase products and services to OFIS members via webinar minimum of once annually during the sponsorship year.
- the opportunity to meet with the OFIS board once a year for networking and brief product update

---

## OFIS Sponsorship Terms

Upon the request of OFIS, sponsors will provide their approved branding and logo materials, and consents to their use in all promotional materials related to this sponsorship agreement. Those advertising pieces must be standard-sized (8.5 x 11) and weight (not over-size mailing) and must be available for inclusion in membership application mailings (twice a year), event registration packages (four times annually) and OFIS webpage (regularly) and OFIS e-news (regularly). The use of the OFIS brand/logo in conjunction with any sponsors' advertising requires prior approval by OFIS. Sponsors must contact the OFIS Executive Director, to seek confirmation to use the OFIS brand in relation to this sponsorship. OFIS reserves the right to withdraw the use of the OFIS brand at any time with written notice to sponsors. It is agreed that at the annual time of sponsorship renewal (July 1<sup>st</sup>), OFIS will automatically invite sponsors to renew, unless it has been demonstrated that a sponsor has conducted business in an unethical or illegal manner, and/or it ceased to reflect OFIS core values, and/or it did not provide a unique value-added component for products, resources, or services for member schools, which would result in sponsorship termination. Sponsorship fees are non-refundable. Sponsorship agreements run annually from July 1<sup>st</sup> to June 30<sup>th</sup> (aligned with OFIS fiscal year). Either party can terminate this agreement with 30 days' notice (sponsorship fees are non-refundable). Decisions on OFIS sponsorships are determined by the board of directors and can be appealed in writing 30 days prior to a scheduled board meeting (meeting dates are on the OFIS website – [www.ofis.ca](http://www.ofis.ca))

\*OFIS does not assume any legal responsibility for agreements/contracts between member schools (clients) and sponsors.

**Process** – *OFIS sponsorships will be achieved by doing the following:*

- 1. Business'/organizations will approach or be referred to the OFIS Executive Director for initial introduction to product or service – this can be done in writing and/or in person (the OFIS ED may also look for potential sponsors to determine value for member schools)*
  - 2. OFIS Executive Director will bring eligible business'/organizations to the attention of the OFIS board for sponsorship endorsement – the board will decide on approvals for OFIS sponsorship*
  - 3. As a non-profit organization OFIS will strive to have certain professional development opportunities be underwritten (partially or wholly) by sponsors in order to keep membership fees and event registration fees as low as possible for member schools*
-