



## Sponsorship Policy

The following is the policy on sponsorship for the Association of Professional Biology (APB) events and activities. The intent of this policy is to establish the criteria and define the process for receiving sponsorships consistent with the independent status of our organization, our organizational values and our need to diversify revenue.

### 1.1 Contact Information

Association of Professional Biology  
300-1095 McKenzie Ave, Victoria, BC V8P 2L5  
[info@professionalbiology.com](mailto:info@professionalbiology.com)  
<https://professionalbiology.com/>

The contact for sponsorship issues is: Media and Outreach Committee Chair (or a person with authority delegated by the APB Board or APB Registrar).

### 1.2 Mission Statement of the APB

Our mission is to assist biology professionals to:

- Encourage the development and application of sound biological principles in the management and conservation of resources;
- Assist Biology Professionals in the development and maintenance of high professional standards in management, research and education related to biological resources;
- Inform and advise industry, governments and the public of the potential impacts on biological resources of land use and resource development proposals;
- Promote liaison with other professional associations for mutual professional development; and
- Engage in such other activities as are complementary to the purposes of the Association.

### 1.3 Commitment to address ethical values

We actively seek opportunities to work together with external organizations to achieve shared objectives within the terms outlined in this policy. Money and in kind donations from sponsorships helps to diversify our revenue and allow the APB to make membership fees, conferences and training sessions more affordable. However it is vital that we maintain our independence and do not allow external partnerships to bring the Association of Professional Biology into disrepute.



We therefore seek sponsors that, so far as is practical and within the constraints of applicable laws:

- do not compromise the independent status of our organization, and
- do not conduct activities inconsistent with our purposes and mission.

This policy has been devised to ensure clarity and openness to all our sponsors and members. It is designed to address sponsorships including donations and revenue from advertising.

## 1.4 Criteria for acceptance

When seeking sponsorships, the APB will consider reputable individuals and organizations whose image, product and/or services do not conflict with the APB purposes and mission. The APB is not obligated to accept any sponsorship offer. The credibility and integrity of the APB will have priority over other matters such as the need for funds. Before accepting a sponsor, the APB will complete a sponsorship checklist. Based on information available to the APB, an assigned APB member (the Chair of the Media & Outreach Committee in conjunction with the APB Registrar unless otherwise assigned by the Board of Directors) will confirm that the criteria for acceptance is met, or refer the matter to the Board for further consideration. Checklists will be retained for 5 years and need not be repeated within that time frame, unless the new donation or advertising proposed is to be anonymous or multi-year. Also, the Board may request a new checklist be prepared for a specific donor, at its discretion.

## 1.5 Decision Process

APB directors, conference organizers and Sponsorship committee members will be free to solicit, accept and negotiate sponsorships that meet the ethical criteria listed in this policy.

The decision process will be divided based on the type of sponsorship:

1. Single event or single program sponsors: A decision to accept sponsors in this category is delegated to the sponsorship sub-committee of that particular event or program. A confirmation letter from the APB Managing Director, signed by the sponsor is required.
2. Multi-year sponsors: These sponsors may be recommended by a sponsorship sub-committee or negotiated directly by the Board. A decision to accept sponsors in this category is taken by the Board.

If new information about a sponsor comes to the attention of the Sponsorship Committee or the APB Board, and this information suggests a conflict with this policy, that information will be



evaluated. If the information confirms a policy conflict, the Board will discuss remedies with that sponsor and may decide to decline subsequent sponsorships from them in future.

## **1.6 Confidentiality**

Discussions about potential sponsorships will normally be known only to sponsorship committee members and/or APB directors. The APB will not disclose to the public if a prospective sponsor is rejected. Sponsors accepted by the APB will be listed each year on the APB website, unless anonymity is requested. If anonymity is requested by a sponsor, this request may be granted at the discretion of the president. The president will consider these requests because anonymous sponsors are unknown to members who thus cannot assess whether their sponsorship is consistent with the sponsorship policy.

## **1.7 Endorsements**

The APB does not endorse the products or services of our sponsors. Sponsors may receive acknowledgement, advertising space and recognition for their contributions, but do not earn opportunities to affect APB policy direction. The APB has databases containing information about prospective sponsors including their contact information, but does not sell this information or share it beyond members of the Sponsorship Committee and the APB Board.

## **1.8 Transparency**

Our website will display a full list of sponsors each year (excluding anonymous sponsors) as well as a copy of our sponsorship policy.



## Sponsorship Checklist

To be completed by an APB member prior to accepting sponsorships, donations (money or larger in kind donations- see page 2) or advertising revenue, but not generally required for private member donations, as their membership in the APB and College presumes that they meet the tests for sponsorship

**Name of Sponsorship Candidate:** \_\_\_\_\_

**Name of Reviewer (APB member):** \_\_\_\_\_

**Date:** \_\_\_\_\_

<u>Criteria</u>	True	False
Independent status of the APB is not compromised by this candidate.	<input type="checkbox"/>	<input type="checkbox"/>
Candidate is reputable individual/organization; available information about their image/product/service/activities indicates these do not conflict with APB purpose or mission.	<input type="checkbox"/>	<input type="checkbox"/>
APB member(s) have not expressed past concerns with this sponsor.	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor has not requested anonymity.	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor is not proposing multi-year commitment for sponsorship.	<input type="checkbox"/>	<input type="checkbox"/>

**Decision:**

Refer to board for consideration/notification (if any item above is False)

Accept

**Notes:**



Guidance for check list:

**Notes:** This section can be used as rationale for decision or to provide information on what was considered.

**Considerations regarding independence:** Sponsor is not asking to influence policy or other activities of the board or membership like future considerations for paid work, or for favorable statements or endorsement from the APB beyond what is defined in conference sponsorship package, advertising agreement, etc.

**Considerations regarding reputation/conflict with Mission and Purposes:** These considerations are not intended to capture broad differences in scientific opinion or interpretations of professional behavior. The types of issues that might lead a sponsorship decision to be referred to the board include: known criminal activity by a prospective sponsor, or high profile allegations of criminal activity (e.g. a highly public court case). The APB does not want to accept sponsorships from organizations that are oppose its purposes or mission. Prospective sponsors and APB members may disagree about application of sound biological principles, defining research priorities or methods, setting priorities for conservation, communicating priorities with various groups (government, industry, public, other professional associations) or achieving education goals with the public; however, an organization or individual is not a candidate for sponsorship if their mission/purpose/goals are to generally oppose what the APB seeks to achieve.

**Multi-year commitments:** Many of our sponsors and advertisers come back more than once. This by itself does result in board consideration being required. Rather, if the sponsor wants to make a multi-year commitment, they should be referred to the president for consideration (e.g. Sponsor A indicates it will provide \$5000 per year for three years or Advertiser A wishes to advertise in Bionews for 4 consecutive issues).

**APB members making in kind donations:** This checklist is not intended to address donations by members and is not required for small in-kind donations from local businesses in associations with conferences (e.g. t-shirts; small gift certificates; mugs with imprinted logos, and other materials that promote a business). If the value of the item is equal or equivalent to a bronze sponsorship, in kind donations should be addressed by this checklist (e.g. company donates a commercial fishing trip).