

	Policies and Procedures	
Subject: Sponsorships and Donations	Document Number: 004 Version Number: 01	Effective Date: September 13, 2024 Last Revision: August 23, 2024

1. Definition of Corporate Sponsorship/Donations:
 - 1.1. For this policy, “corporate sponsorship” means a contribution from a business (either cash or in-kind) that is provided as a donation to support Oklahoma swimming, Inc. (OKSI), OKSI initiatives or other OKSI programs.
 - 1.2. The OKSI General Manager, in consultation with the General Chair, will determine the value of in-kind donations.
2. Consistency with OKSI Mission and Vision:
 - 2.1. OKSI will not affiliate with businesses for corporate sponsorships or donations if the business or products sold are inconsistent with OKSI’s mission and vision.
3. Review and Approval:
 - 3.1. Any proposed sponsorship or donation solicitation will be reviewed to ensure consistency with OKSI mission statement and vision by the General Chair and approved by the Board of Directors. This will also include a review of any potential conflicts of interest, ensuring they are disclosed and addressed.
 - 3.2. All sponsorship/donation solicitations, grant applications, etc. will be completed by the General Manager, with prior approval of the General Chair and Board of Directors.
 - 3.3. Each donor must agree that OKSI General Chair and Board of Directors will review and approval all marketing materials prepared by the corporate sponsor using OKSI’s name, logo and/or other information prior to publication or distribution.
4. No Endorsement:
 - 4.1. Any sponsorship or donation will not infer endorsement by OKSI of any of its corporate sponsors, donors, their policies, products, or services, nor imply that OKSI will exert any influence to advance the corporation’s interests outside the particulars of the arrangements made for the sponsored event or activity.
 - 4.2. The following language will be included in any written agreement with the corporate sponsor: “Oklahoma Swimming, Inc.’s name, logo and/or identifying information may not be used in a manner by the corporate sponsor or donor that would express or imply OKSI’s endorsement of the corporation or donor of its products, services or policies.”

5. Written Agreement:
 - 5.1. The terms, conditions, and purposes of the financial support will be documented by a signed agreement between the corporate sponsor and OKSI. The agreement will identify whether any of the payments from the sponsor are for advertising.
6. No Free Advertising or Return Benefit:
 - 6.1. Sponsors are contributing to support OKSI's mission and are not entitled to receive free advertising (as that term is defined by the Internal Revenue Code ("IRC") or Internal Revenue Service ("IRS") rules and regulations) or other substantial return benefits from OKSI.
 - 6.2. OKSI may, in its sole discretion, provide acknowledgments of a sponsor's contributions; however, sponsors are not entitled to such acknowledgments as a condition of their contributions.
7. Acknowledgment Consistent with federal tax laws:
 - 7.1. OKSI may acknowledge the corporate sponsor's support for OKSI through a corporate sponsorship payment in program materials and activities and may include acknowledgments of the corporation's financial and other support. Such acknowledgments may identify and describe the corporation's products or product lines in neutral terms and may include the sponsor's name, logo, slogan, locations, telephone numbers, or website addresses as long as such acknowledgments do not include (a) comparative or qualitative descriptions of the company's products, services, or facilities; (b) price information or other indications of savings or value associated with the company's products or services; (c) a call to action; (d) an endorsement; or (e) an inducement to buy, sell, or use the sponsor's product or service.
 - 7.2. Any acknowledgments of corporate sponsorships will be created by, or subject to prior review and approval, by the OKS General chair and Board of Directors.
8. No Product Promotion:
 - 8.1. Sponsors are not permitted to advertise, market, or otherwise promote specific products and services in connection with their sponsorship of OKSI related programs and activities, but products or services may be listed or displayed at OKSI's events as long as no endorsement by OKSI is implied and the request has been pre-approved by the OKSI General Manager, and any facilities involved in such events.
9. No Contingent Payments:
 - 9.1. OKSI will not enter any arrangements with corporate sponsors or donors where the amount of payment by the corporation is contingent upon attendance at an event or any other measures of public exposure.
10. Special Events:
 - 10.1. OKSI will have complete control of the content at any sponsored activity or event. Corporate sponsors or donors will not control the planning, content, or execution of the activity or attempt to direct or influence the content of OKSI's

programs, except that OKSI may ask the sponsor for suggestions to enhance the experience for the sponsor or donor.

Change Log					
Version	Date	Description of Change / Sections	Author or Editor	Authority	Control Number
01	09-09-24	Initial Document	J. Salcher	BOD	OKS-0012