

SMART ABOUT SALT SPONSORSHIP

Introduction

The Smart About Salt program is offering Sponsorship Opportunities to any company or organization that is not eligible for certification under the program. This document presents a framework for such sponsorships.

Guiding Principles

1. The sponsorship does not result in the Smart About Salt Council (SASC) endorsing the sponsor or their product(s).
2. The program is open to any company or organization that meets the following criteria.
 - a. The sponsor does not represent a conflict of interest. In other words, they are not certified by the SASC.
 - b. The sponsor has a positive corporate image in the sole discretion of the SASC.
3. The sponsor must sign a licensing/sponsorship agreement.

Fee

The Sponsorship amount is \$1,000 paid annually, renewable on the anniversary of the original sponsorship.

What Does the Sponsor Receive?

In return for the sponsorship, the Sponsor receives the following?

1. A license to use the Smart About Salt Sponsorship logo in promotions.
2. A certificate recognizing their Sponsorship.
3. Recognition on the Smart About Salt Website and a link to their corporate website.
4. Recognition in a sponsorship flyer to be included with the Smart About Salt training materials.
5. Acknowledgement on display material at shows.



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APPLICATION FORM

PLEASE COMPLETE THE ATTACHED FORM AND SEND IT ALONG WITH YOUR CHEQUE FOR \$1000.00 MADE PAYABLE TO THE SMART ABOUT SALT COUNCIL. MAIL YOUR CHEQUE AND THE COMPLETED FORM TO SMART ABOUT SALT COUNCIL, 7856 FIFTH LINE SOUTH, MILTON, ON, L9T 2X8.

COMPANY NAME: _____

COMPANY ADDRESS: _____

STREET

CITY

PROVINCE

POSTAL CODE

COMPANY CONTACT: _____

PHONE: _____ EMAIL: _____ WEBSITE _____

Please attach a short description of your company products and services that can be put on our website.

BY SIGNING THIS FORM YOU CONFIRM THAT YOU HAVE THE AUTHORITY TO BIND YOUR CORPORATION AND THAT YOU AGREE TO ABIDE BY THE FOLLOWING SPONSORSHIP CRITERIA.

1. The sponsorship does not result in the Smart About Salt Council (SASC) endorsing the sponsor or their product(s).
2. The program is open to any company or organization that meets the following criteria.
 - a. The sponsorship does not represent a conflict of interest. In other words, they are not certified by the SASC.
 - b. The sponsor has a positive corporate image at the sole discretion of the SASC.
3. The term of sponsorship is 1 year and subject to annual renewal.

I have read and agree to abide by the licensing/sponsorship agreement.

SIGNATURE OF COMPANY AGENT _____

DATE: _____

UPON ACCEPTANCE OF YOUR SPONSORSHIP, THE SMART ABOUT SALT COUNCIL WILL ACKNOWLEDGE YOUR SPONSORSHIP ON ITS WEBSITE AND PROVIDE A LINK TO YOUR CORPORATE WEBSITE. WE WILL ALSO ACKNOWLEDGE YOUR SUPPORT AT TRAINING AND OTHER EVENTS.

THANK YOU FOR YOUR SUPPORT.