



# Cheer Canada

## Brand Development and Partnership Committee

### Terms of Reference

<b>Committee Name</b>	Brand Development and Partnership
<b>Chair</b>	TBD
<b>Composition</b>	<p>Members will be selected based on an application process highlighting qualifications and experience with identifying, pitching and securing sponsors. The selection process will be weighted towards qualifications and fundraising experience rather than diversity of geographic location.</p> <p>Members shall be appointed for a term of a minimum of one (1) year, with no term limits. The Chair and Cheer Canada board member(s) listed are voting members of the committee. The Chair may invite other individuals, including technical experts to participate in meetings as necessary.</p>
<b>Preferred Number of Members</b>	Composed of a minimum of five (5) with a maximum of thirteen (13).
<b>Mandate</b>	To identify and secure sources of funding to support Cheer Canada's vision and the development of Canadian Cheerleading as a sport.
<b>Key Duties</b>	<ul style="list-style-type: none"> <li>• Identify all potential sources and methods of funding to support Cheer Canada's vision. Examples include sponsorships, grants, etc.</li> <li>• To develop consistent and transparent guidelines for benefits and recognition provided to sponsors.</li> <li>• Be Cheer Canada's primary point of contact for all sponsorship &amp; fundraising opportunities.</li> <li>• Develop &amp; submit applications for grants; pitch &amp; secure sponsors to support Cheer Canada and the development of Canadian Cheerleading.</li> <li>• Liaise with High Performance Committee and its subcommittees relating to sponsorship policies for athletes on those teams.</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with Cheer Canada's Treasurer to provide invoicing, receipts and other requirements to sponsors &amp; donors.</li> </ul>
<b>Authority</b>	The committee will make decisions via vote, then propose action in the form of a recommendation to the Board. The Board may approve the recommendation, revise or send it back for further investigation.
<b>Budget</b>	There is no budget allocated for this committee at the time.
<b>Frequency &amp; Types of Meetings</b>	Meetings will occur quarterly by phone or video conferencing or at the request of the Committee Chair. Participation in electronic communication will be necessary between meetings. Additional research, drafting and work will be regularly required outside of meeting times.
<b>Resources</b>	Cheer Canada will provide the administrative resources for telephone/video conferencing capabilities.
<b>Reporting to Board</b>	The committee reports to the Board of Directors by submitting a report bi-annually or upon request. The Committee will maintain minutes of its meeting and will make those minutes available to Committee members and the Board of Directors.
<b>Duration of Committee Approval &amp; Conclusion</b>	These Terms of Reference were approved on February 1, 2018. The Board will review these Terms of Reference by June 1 2019.