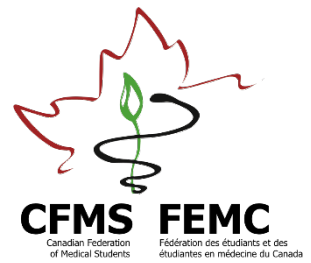


CANADIAN FEDERATION OF MEDICAL STUDENTS (CFMS)

CFMS Sponsorship Policy



APPROVED BY THE CFMS BOARD OF DIRECTORS ON SEPTEMBER 08, 2019

Prepared by: CFMS Finance, Audit, and Human Resources Committee (2018-2019)

Definitions

1. In this document, unless the context otherwise requires:
 - 1.1. “Board” means the whole CFMS Board of Directors as defined by the CFMS By-laws.
 - 1.2. “CFMS General Assembly” refers to the collective group of voting members at any given CFMS general meeting.
 - 1.3. “Finance, Audit, and Human Resources Committee” refers to the collective group of CFMS members comprising such committee as outlined in the CFMS Finance, Audit, and Human Resources (FAHR) Committee Terms of Reference, hereafter referred to as the “FAHR Committee.”
 - 1.4. “General Meeting Sponsorship” refers to any sponsorship where the advertisement or promotional activities provided by the CFMS are limited to a CFMS Annual General Meeting and/or Spring General Meeting.
 - 1.5. “Longitudinal Sponsorship” refers to any sponsorship where the advertisement or promotional activities provided by the CFMS extend beyond a single CFMS Annual General Meeting or Spring General Meeting.
 - 1.6. “Organization” refers to any for-profit or not-for-profit entity.
 - 1.7. “Policy” means the CFMS Sponsorship Policy.
 - 1.8. “Sponsorship” means the provision of financial or other resources by an organization in exchange for advertisement or promotional activities by the CFMS.

Purpose

2. The Sponsorship Policy is a policy established to:
 - 2.1. Ensure sponsorship relationships established by the CFMS are in line with the Mission and Vision of the CFMS as outlined in the current CFMS Strategic Plan; and
 - 2.2. Ensure the integrity and credibility of the CFMS and its members are maintained when obtaining sponsorships while balancing revenue generation needs; and
 - 2.3. Provide guidance on contractual considerations in sponsorship agreements agreed to by the CFMS; and
 - 2.4. Outline the sponsorship approval process of the CFMS.

Scope

3. This Policy applies to the assessment and approval of all sponsorship partnerships between the CFMS and other Organizations.

Policy Statement

4. Eligibility

- 4.1. The CFMS normally deems eligible and potential sponsorship opportunities from Organizations for consideration to include those that are socially accountable, promote optimal population health, and/or promote the health and well-being of medical students.

- 4.2. The CFMS will not accept sponsorship from Organizations involved in the development, manufacturing, promotion, or distribution of products, services or activities which are inconsistent with the advancement of the health of Canadians, including, but not limited to, organizations that:
 - 4.2.1. Operate within the following industries: tobacco products, alcoholic beverages, gambling, pornography, and weapons.
 - 4.2.2. Engage in activities which have been shown to directly have a negative impact on physical, mental, or social well-being.
 - 4.2.3. Engage in activities which have been shown to directly have a negative impact on the environment.
- 4.3. The CFMS will not accept sponsorships from pharmaceutical companies.
- 4.4. The CFMS will not accept sponsorships from political parties.
- 4.5. The CFMS will not accept sponsorships that it considers, in fact or by perception, to adversely influence the CFMS or the present or future roles and responsibilities of its individual members as medical students and future physicians.
- 4.6. The CFMS will not enter into sponsorships which involves commitments that are in conflict with other CFMS sponsorships or commitments without full transparency and the consent of all involved parties.
- 4.7. Final decisions about the eligibility of an Organization rests with the CFMS Board.

5. Contractual Considerations in Sponsorship Agreements

- 5.1. The CFMS will retain control over the commercial use of CFMS intellectual property, including, but not limited to, the CFMS logo.
- 5.2. Bursaries or other special grants to permit individual CFMS members to attend educational events shall be subject to the CFMS having sole authority for the determination of the recipients and dispensing of any such bursaries or grants.
- 5.3. All sponsorship agreements shall allow for termination on reasonable commercial terms such that the integrity, credibility, and financial viability of the CFMS and its members are not jeopardized. Grounds for termination includes, but is not limited to:
 - 5.3.1. A material change in the Mission and Vision of the CFMS such that it is no longer compatible with the existing sponsorship agreement; or
 - 5.3.2. A material change in the business operations of the Organization such that it is no longer compatible with the existing sponsorship agreement; or
 - 5.3.3. A material change in the relationship between the Organization and the CFMS such that there is a violation of the principles outlined in the Policy.
- 5.4. The CFMS will respect and adhere to all privacy laws and the confidentiality entrusted to the CFMS by its members, as well as respect the privacy policies of sponsorship partners.
- 5.5. Advertisements and promotional activities engaged in on behalf of the sponsoring Organization, as part of the sponsorship agreement, must be factually accurate, must not be misleading, must maintain the integrity and credibility of the CFMS, and must adhere to all relevant standards applicable under Canadian laws, including, but not limited to:
 - 5.5.1. Advertisements and promotional materials must adhere to human rights legislation and not discriminate on any prohibited grounds; and
 - 5.5.2. Advertisements and promotional materials must meet the appropriate standards for advertising of that product or service under all applicable Canadian laws.

Effective Date

6. The Policy shall be effective as of the date the Policy is approved by the Board following a review by the Governance Committee, unless another date is specified by the resolution of such approval.

Responsibilities

7. Compliance

- 7.1. The FAHR Committee shall monitor ongoing compliance with the Policy and its associated appendices.
- 7.2. The FAHR Committee shall be immediately notified of any violation of the Policy or its associated appendices and shall recommend a resolution of the violation to the Board in-line with best governance and financial practice.
- 7.3. In the event of a discrepancy between the Policy and other CFMS documents:
 - 7.3.1. The CFMS By-laws shall supersede the Policy; and
 - 7.3.2. The CFMS Finance Policy shall supersede the Policy.

8. Review

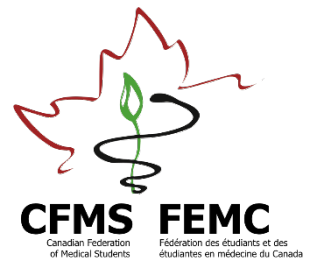
- 8.1. The FAHR Committee shall review this Policy every two (2) years thereafter to ensure the Policy remains relevant and in-line with best governance and financial practices. This includes changes to the amounts outlined in-line with inflation. The FAHR Committee, in coordination with the CFMS Governance Committee, shall recommend changes to the Policy to the Board and/or the CFMS General Assembly.
- 8.2. Changes to the Policy may only be made upon recommendation of the FAHR Committee and the CFMS Governance Committee and with the approval of the majority of the Board or the CFMS General Assembly.

9. Procedure

- 9.1. Decisions to approve general meeting sponsorships require the approval of the CFMS General Manager and the CFMS Vice-President of Finance.
- 9.2. Decisions to approve longitudinal sponsorships require the approval of the majority of the Board.
- 9.3. Decisions will be effective at such time as may be determined by the Board with the proviso that the Board will provide a report to the General Assembly at each CFMS General Meeting via the CFMS Vice-President of Finance's Executive Report for all financial sponsorships accepted.

10. Related Information

- 10.1. CFMS By-laws
- 10.2. CFMS Policy on Policies
- 10.3. CFMS Finance Policy
- 10.4. CFMS Annual General Meeting Sponsorship Framework



11. History

- 11.1. Originally drafted April 2013
 - 11.1.1. Approved and Effective: April 2013
- 11.2. Reviewed May 2019
 - 11.2.1. Approved and Effective: September 2019
 - 11.2.2. Next Scheduled Review: September 2021

Appendices

- 1. None