

JA Central Ontario Company Program START HERE.



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JA Central Ontario Company Program Sponsorship/Partnership Guidelines 2024-2025

Teams may seek additional revenue through sponsorship/partnership agreements. For example, some businesses including (but not limited to) certain services, websites, magazines/books or podcasts, may seek out sponsors who may be interested in getting marketing exposure to your customers through a sponsorship agreement.

Sponsorships/partnerships **(in-kind or monetary)** must be acknowledged by the JA Company on print and digital materials and students must inform JA all sponsorship/partnership agreements. For in-kind sponsorships (i.e., in-kind materials), please refer to the venture funding guidelines as there is a max of \$300 allowed as per JA policy.

Regardless of whether your request is for in-kind, monetary or for other partnership needs, if you are reaching out to a corporation to partner with your business, please follow the guidelines outlined in this document.

If you have any questions or are unsure if an activity your team is engaged in falls into these guidelines, please contact JA before proceeding.

Prospect List Review

You may be planning to reach out to potential sponsors and partners from the business community depending on your business model. Before you reach out, JA will need to review your full list of prospects (who you plan to reach out to) before your reach out.

This is a best practice that JA follows as well with our national office and other JA charters. This ensures that we are respecting our sponsors and partners' time and agreements.

Tel: 416-360-5252
info@jacentralontario.org
www.jacentralontario.org

JA Central Ontario
10 King Street East
Suite 501
Toronto, ON
M5C 1C3



Please email your list and any relevant details of your partnership request to companyprogram@jacentralontario.org

Communication Templates

Once JA reviews your full list and provides you with approval to move forward, you are welcome to reach out to your list.

****Please note:** While JA aims to support the student's companies as best we can, we do reserve the right to refuse a student team's request to reach out to a potential prospect depending on circumstances.*

Because some of these communications may go out to existing JA supporters and/or businesses that may have a connection to JA (whether through sponsorship or not), please use the disclaimer below in your solicitations. This applies to any communications sent out to solicit sponsorships or partnership with businesses.

The first line in the communication to potential sponsors/partners must include this disclaimer:

This sponsorship/partnership request is outside of any existing relationship you may have with JA Central Ontario. Any funds or in-kind support you agree to as part of this request will not directly assist JA programs or the charity itself. We are a group of students enrolled in the JA Company Program and are reaching out as a student company.

Sponsorship Agreement

Once you have secured an in-kind or monetary sponsorship/partnership with a company, please ensure that you have an agreement written between you and the company. You can find templates online.

In the agreement, you should outline:

- How each party is contributing and receiving as part of the agreement
- What the sponsorship amount is – **if your monetary sponsorship amount is over \$300, please inform JA**
- What period does the sponsorship agreement cover
- How each party will be acknowledged and recognized

Please note – partners/sponsors will have clear guidelines on how and when they are recognized for their support (e.g. how their logo can be used). Remember to check in with your contact at the organization to make sure you are following the correct procedures and approvals processes

Ensure that you keep clear records and a paper trail of all communications between you and your sponsor.



Reminders

JA student companies are not allowed to operate as non-profit/charitable organizations. You must be very clear to your customers, sponsors, and any other partners that you are profiting from the business.

If you are asked regarding a tax receipt from a customer and/or partner/sponsor, it means that they have misunderstood the relationship. We are not able to issue tax receipts for any revenue that comes in through the JA Company Program.

Group Awards Eligibility

Please note that failure to comply with the above-mentioned guidelines may disqualify your team from applying for and winning group awards including Company of the Year.

Should you have any questions or concerns, please reach out to Lucia at lly@jacentralontario.org

