

Ethical Sponsorship Policy

Pride Northwest, Inc
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Contact for sponsorship issues:

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The mission of Pride Northwest, Inc. is to encourage and celebrate the positive diversity of the lesbian, gay, bisexual, and trans communities, and to assist in the education of all people through the development of activities that showcase the history, accomplishments, and talents of these communities.

At its core, Pride Northwest is a social justice organization. As such, we recognize our responsibility to engage and support historically marginalized portions of our community. These include, but are not limited to, people of color, transgender people, LGBTQ+ youth and elders.

COMMITMENT TO ADDRESS ETHICAL ISSUES

Pride Northwest, Inc. actively solicits and encourages the business community, service clubs, and other organizations to sponsor Pride Northwest events, programs, and services, where appropriate. Pride Northwest enters into sponsorship agreements with sponsors it deems appropriate, and sponsorship agreements may vary by sponsor. This policy is designed to be mindful of Pride Northwest's status as a nonprofit organization under the law. Pride Northwest reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

As a 501(c)(3) nonprofit organization, Pride Northwest, Inc. gratefully accepts tax-deductible corporate sponsorships to support its mission relevant activities. At the same time, Pride Northwest, Inc. will not solicit or accept sponsorships from corporate entities whose practices, policies, or operations are deemed unacceptable and contrary to the values implicit in its mission.

Pride Northwest actively seeks to prioritize local and regional companies and organizations, in its sponsorship relationships. For legal and ethical reasons, Pride Northwest does NOT enter into sponsor partnerships which provide exclusivity to a particular sponsor.

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby Pride Northwest obtains support for a specified activity. Sponsor receives acknowledgement in return for cash and/or products and services-in-kind.

Pride Northwest, Inc. is committed to entering into partnerships, agreements, and sponsorship arrangements with organizations that align with our organizational values and therefore seeks, so far as is practical and within the constraints of federal, state, and local law, initiatives that do not compromise the independent status of Pride Northwest, Inc. We actively seek opportunities to work together with external organizations to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of Pride Northwest, Inc. into disrepute.

This policy has been implemented to ensure clarity and transparency to our stakeholders. It is specifically designed to address sponsorship and cause related marketing. We welcome comments, criticism and suggestions as to how these goals can be met.

AVOIDANCE CRITERIA

In general, we will strive to avoid working with companies involved in any of the following activities:

- Tobacco manufacture or sale
- Organizations that verbally, financially or otherwise support regimes that violate LGBTQIA2S+ human rights

-or-

-Directly violate treaties, codes or standards associated with the protection of human rights.

-Directly violate treaties, codes or standards associated with the protection of the environment.

- Predatory lending practices (these are known to target those of low socioeconomic status, racial minorities, elderly, etc.)
- Any company or organization that detrimentally targets portions of the LGBTQIA2S+ Community, or that directly contradicts any aspect of the Pride Northwest mission statement.

CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

Pride Northwest does not endorse or approve any product or service. Relationships should not be constructed as indicating any such endorsement.

PROCESS

Pride Northwest will not accept more than five per cent of total income per annum from one corporate partner and aspires to a goal of no more than 25% of total income per annum from corporate sponsorship. This does not include money raised via employees and fundraising as part of any corporate partnership arrangements.

All sponsorship agreements \$5000 and over (annual) must be signed by a designated member of the Board of Directors.

Signed agreements with sponsors must permit Pride Northwest to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

TRANSPARENCY

-A full list of corporate sponsors will be maintained on our website and declared in our annual review.

-Pride Northwest will communicate its commitment to this policy to the organization's stakeholders. *

-Pride Northwest does not endorse, directly or by implication, any products, services, or ideas promoted except those sponsored directly by the organization. Individual staff should not receive any substantial benefit from association with sponsors. Any commissions, substantial gifts, or other financial benefits should be brought to the attention of the board of directors prior to acceptance. Pride Northwest will retain control over any sponsored program and sponsors will not have any input into operational matters relating to a project they have sponsored.

*A copy of this policy will be displayed on our website within 3 months of its adoption.