

## **PROPOSAL**

TO THE BOARD OF DIRECTORS  
BY THE

### **AD HOC CORPORATE SPONSORSHIPS COMMITTEE**

March 4, 2011

International Headquarters  
St. Louis, Missouri

### **GUIDELINES FOR CORPORATE SPONSORSHIPS**

Rationale: As directed by the Board of Directors at their December 2010 meeting, the following proposal is being offered to determine how to handle corporate sponsorship proposals.

**Motion Requested:**

That the Board of Directors adopt new Policy I-135 as shown below:

Guidelines For Corporate Sponsorships

I-135

By definition, a corporate sponsorship is a monetary amount funded by a business from its operating accounts (promotional, marketing, advertising) for which they seek recognition, actions or program activity with benefit to the corporation. Corporate sponsorships are distinguished from “gifts”, and charitable contributions to Optimist International Foundation which are not part of this policy.

Members or individuals who may have the opportunity to secure financial sponsorship(s) for Optimist International programs, projects or organizational operations may be compensated for such endeavors.

Proposals for sponsorships shall be compatible with the mission of Optimist International, its standards and its ability to perform or implement said proposals.

Said endeavors shall be approved by the Board of Directors or the Executive Director (acting for the Board) prior to the presentation of any proposals.

**TERMS:**

- a. OI shall pay a Finder’s Fee of ten percent (10%) for all new monies received and deposited from corporations or individuals. All current sponsorships are exempt.
- b. OI shall pay a renewal Finder’s Fee of eight percent (8%) for the second year and six

- percent (6%) for the third and all future years for sponsorship funding renewed at the same level.
- c. In-kind contributions are exempt and no Finder's Fees are allowable.
  - d. Finder's Fees are paid to the member/individual after funds have been paid and cleared.
  - e. Staff is exempt and not eligible for Finder's Fees, unless specifically approved by the Board.

Respectfully submitted,

Mark Shriver, Chair

Jack Creswell, President-Elect, Member

Marlene Phillips, Director, Member

Jacques Pelland, Executive Director of the Canadian Service Centre, Member