



SPONSORSHIP GUIDELINES

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Sponsorship Guideline

I. Objectives

- A. The BCA has adopted this Sponsorship Guideline to ensure a consistent and transparent approach in the way it seeks and accepts sponsorship for its events and activities, and as such is provided for the benefit of the Association, general membership and sponsor partners.
- B. The BCA seeks sponsorship as an additional revenue stream to improve and further the practice of building commissioning and create greater value-added benefits to its members. Benefits to members may include professional development programs, marketing efforts, policies, and activities enhancing market opportunities and business conditions for building commissioning

II. Definitions

- A. In this Guideline, the following terms shall have the following meaning:
 - 1. BCA – Building Commissioning Association (both the International Association and associated chapters)
 - 2. Sponsorship – The negotiated provision of funds, goods or services in exchange for advertising, publicity or other inclusions or benefits.
 - 3. Underwriter – A major sponsor who provides all or a major portion of the funds needed for a project, activity or event. In this document the terms “sponsorship” and “underwriting” are used interchangeably.
 - 4. Sponsor – The purchaser of sponsorship rights, which for the purpose of this guideline shall mean either a business, business representative or individual.
 - 5. Sponsorship Proposal – A document that gives details of the event or activity, its inclusions, benefits and the investment sought from sponsors.
 - 6. Letter of Agreement – A letter approved by an authorized representative of both parties, outlining all points of negotiated terms of the sponsorship, such as the inclusions, benefits and payment dates.

III. Sponsor Benefits

Sponsors of the BCA, whether at the local or International level will enjoy the following benefits:

- A. To sponsor a BCA event or activity is to partner with the premier association representing an industry that is rapidly growing in importance and visibility
- B. The BCA has a growing number of organizations and individuals as members, representing commissioning professionals, building owners, property managers, commissioning advocates, and more
- C. The BCA hosts an increasing number and quality of BCA events for it's substantial membership and the public
- D. Access to leading building commissioning professionals through the group discussions and networking opportunities incorporated into events

- E. Sponsors may choose to be represented on chapter or International websites or publication, which are afforded great visibility and circulation
- F. BCA sponsorship offers inclusions and benefits aimed at promoting awareness of our sponsor partner's brand, products and services to our high quality and participatory membership and BCA's extended audience.

IV. Sponsorship Opportunities

- A. Training: The BCA hosts training programs on the most recent trends and technologies in the commissioning industry. These trainings are relevant to commissioning professionals, building owners, property managers, building service providers, and commissioning advocates.
- B. Events: High quality events for BCA members and the public are held throughout the year at the International and the chapter level. Events can include:
 - 1. Chapter Meetings
 - 2. Educational Events, such as seminars and workshops
 - 3. Conferences and Expositions
 - 4. Networking events
 - 5. Holiday , celebratory, or recognition events
- C. Webinars: Webinars are conducted on both the chapter and International level. Because these events allow for remote attendance and thus no travel, they are very popular.
- D. Publications: The BCA produces various publications including chapter newsletters, best practices, guidelines, and sample checklists.
- E. Website: The BCA hosts a user-friendly website full of valuable commissioning resources. Chapters are also given the opportunity to host their own website with chapter-specific and local information.
- F. Newsflash / Checklist: The Newsflash and Checklist are regular publications created and distributed by the International chapter.
- G. Speaker: Speakers are often a part of events and training opportunities.
- H. Marketing Collateral: The BCA produces marketing materials in support of the opportunities listed above and the Association in general. (Note: Sponsorship of marketing collateral subject to Board approval re: conflict of interest, branding clarity, and objectivity)
- I. Other opportunities as identified.

V. Management of Sponsorships

- A. Sponsorships may be available at both the chapter and the International level. Chapter sponsorship is managed by chapter officers or a sponsorship committee, if applicable. International sponsorships are managed by the Board officers and an executive committee.
- B. Collaboration may occur between the chapter and International organizations to facilitate sponsors that want to contribute on a local level, International level or both.

- C. Individual members of BCA may approach sponsors on behalf of the BCA, however members must notify the appropriate board prior in order to ensure there aren't any existing relationships or outstanding proposal with the organization that would conflict with the potential opportunity.

VI. Sponsorship Guidelines

The following guidelines reflect the high standards and importance the BCA places on sponsorship, in the interests of both the Association and its sponsor partners.

These guidelines are not intended to be prescriptive, but rather outline some of the key considerations the BCA will have in relation to the selection of its sponsor partners and sponsorship agreements.

A. Conflict of Interest

1. The BCA will consider whether a partnership with a potential sponsor will lead to any conflict with the policies, practices and objectives of the Association.
2. The BCA will consider whether the agreement with a prospective sponsor is likely to lead to criticism from any of its members, industry peers, building commissioning media or general public.
3. The potential for conflict of interest between the BCA's members and the sponsor will be considered.
4. The BCA will also consider the local, national and International corporate connections of the potential sponsor in making its assessment.
5. The BCA may request potential sponsors formally identify any real or perceived conflict of interest during the sponsorship agreement negotiations.

B. Sponsorship Limitations

1. Sponsors will not be allowed to influence the goals, strategic direction, functions, impartiality, or integrity of the BCA.
2. Sponsorship does not imply any endorsement or approval of the sponsor's services or products by the BCA.
3. The extent and form that sponsors will be identified and associated with the BCA will be detailed and limited to the offer of inclusions set out in sponsorship proposals specific to an event or activity for which sponsorship is being sought.
4. The conditions under which sponsors may use the BCA's image, logo and name is limited to that offered in sponsorship proposals specific to an event or activity for which sponsorship is being sought.
5. Sponsors are permitted to designate their funds as *restricted sponsorship*, meaning that the funds can be used only for a designated purpose, such as training. However, unrestricted funds are preferred by the BCA and sponsorships that are not specifically identified by the sponsor as restricted will be considered unrestricted.

C. Sponsorship Agreement Integrity

1. Sponsorship Agreements will be made in writing and signed by an authorized representative of the BCA and sponsor.
2. All sponsor inclusion and benefit entitlements will be clearly stated in all BCA sponsorship proposals.
3. The BCA will declare in its event specific sponsorship proposals whether sponsorship is limited to one sponsor, is category exclusive, or indicate the types of other sponsors and sponsorship packages being sought. In so doing, the BCA aims to avoid conflict of interest amongst sponsors and situations that may diminish the value of each sponsors investment.
4. Agreements between the BCA and sponsors will be conducted in a transparent manner at all times.
5. The BCA will ensure that sponsorship agreements would withstand critical scrutiny by members and the wider business community.
6. Taking receipt and recording the expenditure of sponsorship monies, will comply with BCA's Rules of Incorporation and audit accountabilities.