

Sponsorship & Donation Policy

The Alberta Marlin Aquatic Club (AMAC) Corporate Sponsorship Strategy focuses on two key areas.

Corporate Team Sponsorship

- This is an area the club is hoping to capitalize on in order to maintain or reduce the costs for our swim families. We have formed a four tier system with the hopes of providing businesses a tangible benefit for the money they contribute to the club. The breakdown is as follows:
 - **Platinum** **\$3500 minimum**
 - includes custom web logo, logo on t-shirts, all swim meet related advertising, all heat sheet advertising, advertising through AMAC social media
 - **Gold** **\$2500**
 - Includes web logo, logo on t-shirts, all swim meet related advertising, all heat sheet advertising, advertising through AMAC social media
 - **Silver** **\$1500**
 - Includes web logo **or** logo on t-shirts, all swim meet related advertising, all heat sheet advertising, advertising through AMAC social media
 - **Bronze** **\$200-1000**
 - Includes all swim meet related advertising, all heat sheet advertising, advertising through AMAC social media

Swim Meet Title Sponsorship

- We have an opportunity through our swim meets to further enhance the clubs financial position through Swim Meet Title Sponsorship. This is a great opportunity for local area businesses or corporations to enhance their profile by supporting local sports for youth and kids. We have one option for those interested:
- **Swim Meet Title Sponsor** **\$1500 minimum**
 - Includes naming of swim meet after business, all promotional advertising, web logo, business name in meet package to coaches & Swim Canada, all heat sheet advertising, and opportunity to return the following year as Title Sponsor.

All requests to seek sponsorship for the club must first be presented to the Vice President vicepresident@marlin.ab.ca who will then seek board approval. At that time a Corporate Sponsorship Package will be delivered to the hopeful sponsor by either the swim family or Vice President. This format is to be used in order to ensure that businesses are not approached twice, and also for consistency in the presentation of AMAC as a good fit for their sponsorship monies.

Should businesses choose to donate goods or services which help offset the costs associated with running the club, the board will determine the value of the goods or service, and that business will be credited as outlined in the policy above based on the value of their donation.

All sponsorships do have a mutual benefit for both AMAC and to the business through being associated with a well-run organization that supports children and athletes in our community, as well as represents Medicine Hat on a National and Global stage.

SCREENING POLICY

AMAC accepts its responsibility to children, young adults, parent volunteers and the staff involved in its programs and is committed to supporting the provision of sound, safe and healthy sport experiences in our community. For the protection of our children and for all club members, any club member or paid staff member responsible for handling club finances or those that may be responsible for supervising minors other than their own children must undergo a screening process as described here. The AMAC Board of Directors may request an update to the records checks on any staff or volunteer at any time

The following positions within the Club require screening prior to filling;

- All Coaching Staff – Completed by Swim Alberta
- Club Administrator, Treasurer
- Chaperones (see chaperone guidelines for details)

Prior to employment AMAC must ensure that:

1. A written resume with appropriate references included as requested. References should include a variety of sources including past employers, volunteer work, school and/or personal references. The employment history should be checked to ensure accuracy.
2. One or more interview that provides an opportunity to talk to the potential coach about their background, skills, interests, and availability. This interview should also be an opportunity to explore any doubts about the suitability of the candidate.
3. Follow up on references. A minimum of 2 references is recommended.
4. Police Records Check - Reveals a criminal record that may disqualify an applicant.
5. Vulnerable Sectors Check – Reveals any pending legal action that may be of concern for the organization.
6. Driver's Abstract -This will deliver the safety record of the individual and is likely to be required by your insurers as well.

Procedure

Each volunteer will be provided with a letter from AMAC to complete and submit to the local police and social welfare agencies that will run checks on the individual.

In the event that a criminal record exists, it is up to the individual to disclose to AMAC that a record exists. Should the individual wish to pursue a volunteer opportunity with the AMAC, a decision will be made by the Board as to whether or not the individual will be granted a position.

An original copy of these reports must be submitted to the President of the club (privacy officer); with a one year time line for validity.

Failure to report a criminal record may result in removal from office, or from any position with the club.

PRIVACY POLICY

Policy Objective

Due to the fact that all transactions that AMAC undertakes are not commercial in nature the Provincial Personal Information and Protection Act does not apply. AMAC though wishes to adhere to a high standard and has developed its own privacy policy based on the Privacy Commissions 10 Principles.

Procedure

AMAC values the privacy of both its partners (members, corporate partners and granting partners) and employee's personal information.

Personal information is defined as name, age, weight, height, medical records, income, purchase and spending habits, race, ethnic origin and color, blood type, DNA code, fingerprints, education, and home address and phone number.

Personal information does not include name, job title, or business address and office number.

The Privacy Officer is the President. If you have any questions or concerns, please address them directly to the Privacy Officer.

As of January 1, 2004 AMAC's approach to the personal information of partners will be governed by the Privacy Commission's 10 Principles. Any personal information collected prior to January 1, 2004 will be grandfathered and not require a customer or employee's additional consent.

Principle 1 - AMAC is responsible for all personal information under our control, including personal information disclosed to third parties for processing. The President is responsible for AMAC's compliance with this Policy.

Principle 2 - AMAC collects personal information only for managing and developing AMAC's membership and business operations, including personnel matters; and, to meet legal and regulatory requirements.

Personal information will not be used for any other purpose without consent.

When AMAC proposes to use personal information for a purpose not previously identified the new purpose shall be identified and documented prior to the new use, in the manner.

Principle 3 - AMAC shall obtain consent from their partners before or when they collect, use, or disclose personal information, except where inappropriate.

Consent is required for the collection of personal information and the subsequent use or disclosure of this information. AMAC may collect, use, or disclose personal information without a partner's knowledge or consent in instances where legal or security reasons, or the welfare of an individual, might make it impossible or impractical to seek consent. Consent can be either expressed or implied. Partners may withdraw consent at any time, subject to legal or contractual restrictions and reasonable notice, by contacting the Privacy Officer. In general, the use of products and services by a partner, or the acceptance of employment or benefits by an employee, constitutes implied consent for AMAC to collect, use and disclose personal information for all identified purposes.

Principle 4 - The collection of personal information by AMAC shall be limited to that which is necessary for the purposes identified by AMAC. Information shall be collected by fair and lawful means. AMAC shall

collect only the amount and type of personal information needed for specified purposes that have been documented by AMAC and identified to partners. AMAC shall not mislead or deceive partners about the purposes for which personal information is being collected.

Principle 5 - Personal information shall not be used or disclosed by AMAC for purposes other than those for which it was collected, except with the consent of the partner or employee, or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes. AMAC shall destroy, erase, or make anonymous personal information that is no longer required to fulfill the identified purposes. AMAC may disclose a partner's personal information to a person who in the reasonable judgment of AMAC is seeking the information as an agent of the partner;

- another company or individual for the development, enhancement, marketing or provision of any of AMAC's products or services;
- an agent used by AMAC to evaluate the customer's creditworthiness or to collect the customer's account;
- a credit reporting agency;
- a public authority or agent of a public authority, if in the reasonable judgment of AMAC, it appears that there is imminent danger to life or property which could be avoided or minimized by disclosure of the information; and a third party or parties, where the partner consents to such disclosure or disclosure is required by law.

AMAC may disclose personal information about its employees: - for normal personnel and benefits administration;

- in the context of providing references regarding current or former partners in response to requests from prospective employers; or where disclosure is required by law.

Principle 6 - Accuracy of Personal Information

- AMAC shall keep personal information as accurate, complete, and up-to-date as necessary for the purposes for which it is to be used.
- Information shall be sufficiently accurate, complete, and up-to-date so as to minimize the possibility that inappropriate information may be used to make a decision about the partner or employee.
- AMAC shall not routinely update personal information where such updated information is not needed to fulfill the purposes for which it was collected.

Principle 7 - Safeguarding Personal Information

- AMAC shall protect personal information with security safeguards appropriate to the sensitivity of the information.
- The security safeguards shall protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use, or modification, regardless of the format in which the information is held.

The nature of the safeguards will vary depending on the sensitivity of the information that has been collected, the extent of the information, and the method of storage. More sensitive information will be safeguarded by a higher level of protection.

- The methods of protection include:
 - physical measures, for example, locked filing cabinets and restricted access to offices;
 - organizational measures, for example, security clearances and limiting access on a "need to know" basis;
 - technological measures, for example, the use of passwords and encryption;

- AMAC shall make their employees aware of the importance of maintaining the confidentiality of personal information.
- AMAC shall dispose of personal information in a manner that prevents unauthorized parties from gaining access to the information.

Principle 8 - Openness about Policies and Procedures

- AMAC shall make readily available to partners specific information about their policies and procedures relating to the management of personal information.
- The information made available by AMAC shall include: the name, title and address of the individual who is accountable for AMAC's policies and procedures and to whom complaints or inquiries can be forwarded.

Principle 9 - Providing Access to Personal Information

- Upon request, and unless prohibited by law, AMAC shall inform partners of the existence, use, and disclosure of their personal information and provide access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.
- Upon request, AMAC shall inform a partner or employee whether or not it holds personal information about them, and should indicate the source of this information.
- A partner or employee may be required to provide sufficient information to AMAC to permit it to provide an account of the existence, use, and disclosure of personal information. The required information provided to AMAC for this purpose shall only be used for this purpose.

In certain situations, AMAC may not be able to provide access to all the personal information it holds.

Exceptions to the access requirement must be limited to those allowed or required under law.

- In providing an account of third parties to which it has disclosed personal information, AMAC shall attempt to be as specific as possible.
- AMAC shall respond to a partner or employee request within a reasonable time.
- When a challenge is not resolved to the satisfaction of the partner or employee, AMAC shall record the substance of the unresolved challenge in the personal information.

Principle 10 - Challenging Compliance

- An AMAC partner or employee shall be able to address a challenge concerning compliance with the above principles to the designated individual accountable for AMAC's compliance.
- AMAC shall investigate all complaints. If a complaint is found to be justified, it shall take appropriate measures.
- AMAC shall inform partners or employees who lodge complaints, or inquire about complaint procedures, that they can contact the Office of the Privacy Commissioner if they are not satisfied with the response from AMAC.