

Scientific Meeting Sponsorship Criteria

Brain Tumour Foundation of Canada is the country's only national non-profit organization dedicated to supporting and assisting individuals affected by any type of brain tumour – including patients and caregivers. We achieve this through specialized resources and services for this unique population, as well as brain tumour research funding programs. In addition, the organization also sponsors, be it financially or in-kind, scientific activities and events/meetings that bring together members of the brain tumour community or health-care/medical communities.

Conferences and organizations interested in applying for Brain Tumour Foundation of Canada sponsorship must complete an Application Form to have their request considered. **Applicants will be notified of their sponsorship status within 30 days of submitting an application to Brain Tumour Foundation of Canada.**

Application forms can be downloaded on BrainTumour.ca. If you have additional questions, please contact Brain Tumour Foundation of Canada at 1-800-265-5106 ext. 240 or email Susan Ruybers at sruypers@braintumour.ca.

Sponsorship Principles

- Brain Tumour Foundation of Canada will only sponsor activities that are consistent with or further the organization's annual strategic priorities or mission and vision
- The activity's audience must relate to that of Brain Tumour Foundation of Canada, e.g. brain tumour patients, caregivers, or health care professionals working in the brain tumour field
- The activity should demonstrate a strong return-on-investment for Brain Tumour Foundation of Canada by providing appropriate media coverage, exposure or sponsorship leverage opportunities according to the level of investment
- The activity is not directly linked with political or religious groups, tobacco or alcohol, negative impacts on health or the environment, or associated with risk-taking initiatives or activities
- The activity must not expose Brain Tumour Foundation of Canada to reputational or financial risks
- The activity optimally takes place within Canada. Exceptions may be made for activities outside of Canada that can demonstrate a direct impact on the Canadian brain tumour community and will be reviewed on a case-by-case basis
- The organization receiving sponsorship funding must complete an Evaluation of Participation and provide it to Brain Tumour Foundation of Canada within 60 days of the close of the supported activity. Brain Tumour Foundation of Canada will review the report to evaluate return-on-investment and future sponsorship
- A successful application does not guarantee subsequent sponsorship
- 'Sponsorship' includes both financial and in-kind support; Brain Tumour Foundation of Canada can also actively seek out sponsorship opportunities that align with the organization
- Use of Brain Tumour Foundation of Canada's logo must be in accordance with Brain Tumour Foundation of Canada brand guidelines

Brain Tumour Foundation of Canada Scientific Meeting Sponsorship Criteria & Guidelines

Our Commitment

Brain Tumour Foundation of Canada works with generous donors, corporations and community foundations to:

- Empower patients to be their own best health care advocates, through learning events and information resources
- Ensure no one feels alone on the brain tumour journey – survivors, patients and caregivers alike
- Change practices and policies that are not inclusive of the brain tumour community
- Bring hope to everyone affected through groundbreaking brain tumour research

Our Mission and Vision

MISSION: To reach every person in Canada who is affected by a brain tumour through support, education, information and research

VISION: To find the cause of and a cure for brain tumours while improving the quality of life for those affected

Strategic Priorities – 2015

- Reach 92,000+ members of the brain tumour community across Canada (patients, caregivers, health care professionals)
- Build regional markets/communities – generate and build communities at a regional level
- Integrate Brain Tumour Foundation of Canada services and fundraising
- Growth in currently under-served markets (e.g. Toronto, Montreal, Vancouver, Halifax)
- Support and continued development of the first Canadian Brain Tumour Registry
- Strategic brain tumour research to advance the cause to find a cure for the disease and improve current treatments and diagnostic tools
- Create a National Medical Advisory Committee to serve as a sounding board for Brain Tumour Foundation of Canada programs and services
- Operational and Visionary (Special Projects) Fundraising to achieve the mission of the organization

Brain Tumour Foundation of Canada Scientific Meeting Sponsorship Criteria & Guidelines

Sponsorship Criteria

Sponsorship opportunities can help Brain Tumour Foundation of Canada reach key audiences and enhance the organization's profile. The following considerations help determine if an activity is a good sponsorship fit for Brain Tumour Foundation of Canada:

Promotion – Does the sponsorship provide means to promote Brain Tumour Foundation of Canada? Is there an opportunity for a Brain Tumour Foundation of Canada display or presentation? Is there ample time (2 months min.) leading up to the event/activity to effectively promote it and its sponsors/partners?

Compatibility – Does the event align with the mission/vision and/or priorities of Brain Tumour Foundation of Canada?

Market – Will the event attract national or international delegates (i.e. brain tumour patients, caregivers, health care professionals)?

Eligibility – Opportunity does not feature a political party, religious organization, etc.

Reach – Does the applicant have a key target audience that is defined and is this audience relevant to us?

Builds relationships – Does the sponsorship present a desirable means to enhance Brain Tumour Foundation of Canada's profile? Are there opportunities for ongoing support or relationships (i.e. is the activity a one-time event or an annual initiative)?

Generates media coverage – Applicant has the ability to generate measurable media coverage for or about the sponsored activity

Responsibilities of Sponsored Organizations

Successful sponsorship applicants provide and enter into a formal agreement with Brain Tumour Foundation of Canada that details the mutually agreed upon sponsorship conditions. This agreement must include:

- Sponsorship benefits
- Timelines
- Quantified audience exposure (to the best of the applicant's estimation/expectation)
- Requirements of Brain Tumour Foundation of Canada to fulfill sponsorship
- Value of agreed upon sponsorship and itemized details if appropriate
- A reminder of the required Evaluation of Participation to be completed and returned to Brain Tumour Foundation of Canada within 60 days of the close of the supported activity

Responsibilities of Brain Tumour Foundation of Canada

Once a formal sponsorship agreement is complete and signed by both parties, Brain Tumour Foundation of Canada will:

- Share the applicant's activity online with the Canadian brain tumour community, as appropriate, via social media (@BrainTumourFdn) and BrainTumour.ca
- Provide an appropriate Brain Tumour Foundation of Canada logo for publication and use
- Provide quotes or support for any related media relations