

Corporate Partnership Process

Introduction

This policy sets out a process by which the APodC Board, with the involvement of Member Associations, may enter into a corporate partnership.

This process is based on principles of:

- A transparent process
- Fairness and equity to potential partners
- Clarity for all Member Associations
- Establishing a clear understanding of the value of the partnership to Member Associations and ultimately members

The process to be followed has several steps and key decision points.

Proposed Process

1. Establishing the Business case

In this step the Board will construct a cost/benefit case covering:

- Objectives of the partnership
- Sponsorship/advertising opportunities for the partner
- Desired partner relationship with Member Associations
- Application of funding received for member benefit

In addition the process to be followed will be detailed including:

- Key decision points for the Board and Member Associations
- Attributes to be used in scoring proposals
- Contractual obligations for the parties
- Working group composition and role

This business case will be forwarded to Member Association Boards for approval before proceeding further.

2. Request for Proposal (RFP)

Based on the business case a RFP document will be developed. Proposers will be asked for a detailed proposal covering:

- Financial contribution offered
- Additional benefits sought
- Ongoing relationships with Member Associations and how this partnership will be leveraged for their benefit.

Written proposals are sought. The Working Group may request presentations as part of the decision process. An invitation to proposal will be sent to all current sponsors/advertisers/trade exhibitors.

3. Decision making

Based on the attributes and weightings approved by the Board and Member Associations the working group will score each proposal. This will be ratified by the Board. Once agreed the 'preferred proponent' proposal will be forwarded to Member Associations. Member Associations will be asked to approve that this proposal meets the business case established in Step 1.

Once Member Association approval is given, the following steps would be followed by the APodC.

4. Due Diligence

The Board would conduct due diligence on the 'preferred proponent'. This process is confidential to the Board due to its possible commercial sensitivity.

5. Negotiation, Contract Preparation and Execution

The contract will now be prepared following final negotiation between the parties. Any significant changes to the business case will need to be considered by both Board and Member Associations.

Once executed the contract will be retained by the APodC with copies being forwarded to Member Associations for their information.

Summary

This follows a standard RFP/weighted attributes methodology. It is designed to ensure the principles are met in an open way. A Working Group of the Board is used to score proposals with ratification by Member Associations.

Adopted on: _____
Reviewed: _____
Revised: _____