

## **Editors' Association of Canada/Association canadienne des réviseurs Partnership Guidelines**

**Effective date: December 2015, revised April 2018**

These are the guidelines to implement the Editors' Association of Canada *Partnership Policy*.

### **Principles behind forming partnerships**

Partnerships must support the aims, objectives and effectiveness of the association.

Partnerships are established and terminated at the discretion of the national executive council, the branch executives or the twig coordinators.

#### **National executive**

- The national executive or the national office will approach national organizations and companies.
- National partnership agreements must be established or terminated by a vote of the national executive council.

#### **Branch executives and twig coordinators**

- Branches and twigs will approach local organizations.
- Branch-level partnership agreements must be established or terminated by a vote of the branch executive.
- Twig-level partnership agreements must be established or terminated by the twig coordinators.

If there is a conflict between a national-level and a branch- or twig-level partnership, the national executive council will have the final decision, as per Bylaw No. 1 (2014) of the association, section 8.02 (Branch Executive).

Where possible, partnerships at the national level are preferred because this will

- allow all association members to benefit, and
- foster partnerships that will be sustained over time.

Partnerships will be based on mutual benefit. They will not be detailed in this guideline document and will be established on a case-by-case basis to allow for maximum flexibility.

Partnerships can exist between the Editors' Association of Canada (Editors Canada) and other organizations, or between Editors Canada and companies. Organizations do not have to be restricted to editing organizations.

### **Discounts on services**

To foster relationships, Editors Canada may offer select member discounts to members of other organizations.

Discounts can include

- branch, twig or national training
- the annual national conference
- publications
- online subscriptions

Revenue from discounted services will be processed using established procedures, including revenue sharing between the national and branch or twig levels of the association.

When discounted rates for branch- or twig-level activities (such as seminars) are provided, these rates are subject to the written approval of the branch or twig. Any revenue for the activity goes to the branch or twig.

### **Exchanges of services**

Exchanges can include

- free or discounted rates on advertising in Editors Canada publications (print or online) in exchange for a product or service
- a product or service in exchange for recognition on the Editors Canada website or in social media (such as is done every year for conference sponsors)
- marketing another organization's conference in exchange for that organization marketing the Editors Canada conference
- a partners stream at the Editors Canada conference, where partners receive a session time in the program
- advertising another organization's products or services on the Editors Canada website in exchange for the organization doing the same for Editors Canada
- public recognition in exchange for financial contributions to Editors Canada awards and scholarships

### **Conference**

#### **Sponsorship**

Regarding the annual conference, the national office or the conference committee prepares a list of sponsorship opportunities for the conference. These opportunities include

- various levels of financial support for the conference as a whole, and
- sponsorship of specific activities, such as the banquet, vendor tables, lunches and breaks.

#### **Discounts**

The conference committee must offer the member discount to organizations that Editors Canada has a signed partnership agreement with.

Discounts may be offered to other organizations, including conference discounts to an organization's members in exchange for its marketing the Editors Canada conference.

- If the organization's member dues are lower than the conference discount, the discount must be approved by the NEC. This is to prevent people from joining a different organization (instead of Editors Canada) to receive the Editors Canada discount to the conference.

## **Advertising**

Banner web links are not normally provided except for annual events sponsored by not-for-profit organizations such as The Word on the Street, Salon du Livre and Freedom to Read Week.

Paid recognition opportunities must be set apart and distinguished from website editorial content.

## **Editors Canada co-sponsorship of or participation in industry events**

The association encourages co-sponsorship of or participation in industry or cultural events such as The Word on the Street or Salon du Livre.

The national office, with the approval of the national executive council, establishes agreements for co-sponsorship or participation at the national level.

Branch executives establish agreements for co-sponsorship or participation at the branch level. Twig coordinators establish agreements for co-sponsorship or participation at the twig level.

Revenue and expenses accrue to the national, branch or twig level as appropriate.

## **Restrictions**

Editors Canada reserves the right to reject any proposed partnership. It will not enter into any partnership agreement that, in the opinion of the national executive council, branch executive or twig coordinators, is misleading, offensive or otherwise inappropriate for the association and its members.

Partnerships must not directly or indirectly involve the association in any political, illegal or immoral activity.

Partnerships do not indicate or imply association endorsement of any product, service, organization or event.

Any partnership agreement is subject to the association's *Privacy Policy*. Partners will not have access to personal information collected by the association, including the names, mailing addresses and email addresses of Editors Canada members.

Any partnership agreement is also subject to the association's *Conflict of Interest Policy*.

## **Revisions**

Substantive revisions to these guidelines must be ratified by a vote of the association's national executive council.