

# *Le Dîner en Noir*™

## **Partnering Sponsorship Policy**

### **Definition**

Sponsorship is a business relationship between two organizations. In this case, it is between the Dîner en Noir and traditionally businesses & corporations, but it could also be extended to government organizations. These businesses, corporations or government organizations look for marketing and community relations opportunities in exchange for money, products or services, and they want corporate recognition for their involvement.

### **Purpose of Policy**

1. Set out the criteria and decision-making process for sponsorships of Dîner en Noir activities.
2. Balance the Dîner en Noir reputation management with revenue generation.

### **Overall Policy**

Dîner en Noir may solicit and accept sponsorships for events, programs and operations within the terms outlined below. Sponsorship monies are deemed a desirable form of revenue diversification which allows Dîner en Noir to keep membership dues low and event fees affordable while contributing to the operational funds of the organization & supporting the local arts and business communities. Dîner en Noir may consider financial support, in-kind trade or a combination of both, as long as the minimum monetary value for this level is achieved. Note, Dîner en Noir will not issue charitable tax receipts in return for sponsorship funding and all sponsorship commitments are final and follow Dîner en Noir's No Refund/Chargeback Policy.

### **Decision Process**

Dîner en Noir Corporate is ultimately accountable for the sponsorship policy and for approval of individual sponsorship agreements. However, successful sponsorships are based on relationships. Local event organizers and committees shall be free to solicit, accept and negotiate most sponsorships without delay of taking decisions to Dîner en Noir Corporate. The decision process is therefore divided into two types:

1. Sponsorships limited to events or single program actions (E.G., a Standard Dîner en Noir event) totalling no more than \$30,000 and in full compliance with the sponsorship policy.

The decision is delegated to the local licensed organizing host or appropriate committee chair(s).

2. Sponsorships of any size involving exclusivity, a length of two events or more, an amount exceeding \$30,000 or any doubt about compliance with sponsorship policy.

Dîner en Noir Corporate, using its normal decision process, makes the decision, and its decision is final. Sponsorships shall be recommended to the Dîner en Noir Corporate by staff or local organizing host/committee chair(s). All sponsorships shall be reported to the Dîner en Noir Corporate, within regular event reporting or status reports, so that a database can be maintained and potential major sponsors identified.

## Who to Accept

Only reputable individuals and organizations whose image, product or services do not conflict with Dîner en Noir's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer. Dîner en Noir's long term reputation and credibility always takes precedent over short- term monetary needs.

While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterize the decision making, the following questions will always be raised:

- Would this association be a good fit with Dîner en Noir's image?
- Does the sponsorship conflict with our values?
- Does the sponsorship suit our overall strategy?
- Will this sponsorship help us realize our objectives?

Ethical filters that help determine a desirable sponsor are:

- Community Standing & Involvement.
- Previous support of the local or national arts & small business communities
- Environment and health.
- Disclosure and accountability.

Research on behalf of Dîner en Noir, particularly in choosing which organizations to proactively approach, will concentrate on those areas unless the theme of the event or program makes another focus more relevant.

For much small sponsorship, usually linked to an event, it is not unreasonable to research the organization sufficiently to know its values or its record on many possible ethical filters. However, the organization contact shall be asked about likely issues and their response documented.

A company may be rejected if the corporate representative refuses to answer a potentially relevant question. Not every question need be asked of every potential sponsor, and in many cases none of these questions will be relevant.

The Dîner en Noir representative shall preface any questions by noting the Dîner en Noir, as a national events production organization, must withstand extra scrutiny. The questions are asked to fulfill due diligence requirements. If an organization representative is later found to have misled Dîner en Noir, Dîner en Noir has the right to cancel the agreement.

Sponsorship shall be reviewed with more rigor and detail where the risks to Dîner en Noir's credibility and integrity are higher, ie national or multi-event agreements. In such circumstances, information obtained solely from the potential sponsor is rarely sufficient. It may be sufficient in combination with public information (e.g. Better Business Bureau standings published under the Council of Better Business Bureaus or inclusion in Ethical Funds portfolios). If no such public information is readily available, research is required. Any sponsorship question may be raised with Dîner en Noir Corporate between meetings if staff or committee chair wishes to draw on a wider knowledge and perspective available from Dîner en Noir Corporate.

It is unfair to the Dîner en Noir's volunteers and agents, and to the potential sponsor, to put time into an

arrangement which has no hope of acceptance. Dîner en Noir will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in:

- Criminal activity
- Sourcing from slave or child labour

To ensure that Dîner en Noir is perceived as an organization welcoming to everyone involved in arts and small business community, Dîner en Noir shall not enter into sponsorship discussions with organizations that have a primary focus on:

- Party politics
- Religious activities (faith based Corporate Social Responsibility coalitions would be eligible as sponsors)

The following activities require additional rigour in screening the organization for a Dîner en Noir sponsorship:

- Sourcing of products or labour in repressive regimes.
- Resource extraction
- Degrading sex or violence
- Production of land mines, chemical weapons, arms or munitions or promotion of nongovernmental use of weapons.

The company would be eligible, for example, if it were active in improving conditions in a repressive regime, or received only a small percentage of its revenue from one of the above activities.

Significant media coverage (preferably from several sources) noting ethically problematic activities is sufficient rejection if the Dîner en Noir representative deems it credible enough to the arts and small business community that Dîner en Noir's image will be hurt by association.

### **Confidentiality**

It could damage to Dîner en Noir's reputation if discussions with an inappropriate sponsor became public knowledge. Also, Dîner en Noir shall not be the source of any public information about rejected sponsorships. To reduce liability and maintain relationships in case details change in the future, rejections shall be kept confidential. The information will normally be known only to the staff or the committee chair, and Dîner en Noir Corporate, if it was involved.

### **Scope of Sponsorships**

Timing: Program and operational sponsorships may be negotiated for any specified time period. Relationships that are anticipated to exceed a single event require a review after the initial term but least every year. Event sponsorship may be for one event or a related series of events.

Number and Size: For small events and specific aspects of Dîner en Noir's operations, having only one or two high-level sponsors makes it easier for each sponsor to receive sufficient recognition. Several sponsors shall be preferred for larger events and programs, unless the sponsorship is sufficiently significant to enter into

discussing of branding a portion of event or program with a corporate or product name. The total amount eligible for sponsorship shall be based on the full cost of the item including all related overhead. All event and program cash sponsorships shall include a charge of 10 – 15% to be applied to operational costs.

### **Benefits and recognition**

Operational and program sponsors shall be recognized in ongoing ways such as the web site, member communications and literature related to the sponsored program. Recognition is limited to display of the sponsor's name and logo, a few words of description and a link to the sponsor's website. Additional recognition such as the use of product names, banners, advertisements or special promotions shall involve the provision of additional resources to Dîner en Noir. Dîner en Noir staff and/or Committee chairs shall develop a schedule of fees for such promotion. This schedule of fees shall require Dîner en Noir Corporate approval in instances where the fee from any one sponsor exceeds \$30,000. Complete recognition levels for Operational Sponsors can be found in Appendix I

Event sponsors shall be recognized only in connection with the event, which may include any advance publicity, programs, Dîner en Noir web or e-bulletin announcements, event signage, oral thanks etc. Events accepting more than one sponsor may assign recognition levels depending on amount or amount range. This may be done by linking sponsors directly to a portion of the event, e.g. reception or by identifying levels e.g. platinum, gold, silver, and bronze. The Dîner en Noir Corporate office shall collect information on such recognition levels from organizers to avoid unintentional inconsistencies. Dîner en Noir may establish common names and ranges for sponsorship levels with generic benefits applicable to each level of an organizational sponsorship.

In no circumstance will Dîner en Noir become involved in a situation that requires it to endorse a sponsor's product. Dîner en Noir shall recognize that members and the general public will assume Dîner en Noir has researched its sponsors and decided that the company and its products represent the highest ethical standard and fosters an ongoing support of the local arts and business communities. A prominent disclaimer may therefore accompany each sponsorship recognition, noting that Dîner en Noir thanks its sponsors for their support but does not endorse their products or services.

Sponsors wishing to promote their support of the Dîner en Noir may use the name, logo, URL (live linked where possible), in accordance with contract terms regarding advance approval of the specific content and wording from the Dîner en Noir. In the absence of a signed contract, sponsors may not use the Dîner en Noir name or logo in any public material. Any unauthorized use makes the existing sponsorship agreement void and disqualifies the organization from further Dîner en Noir sponsorship until and unless Dîner en Noir Corporate determines that eligibility has been restored.

Dîner en Noir will not grant exclusivity extending beyond a single event without a full examination of the benefits to Dîner en Noir. Large companies requesting exclusivity beyond a single event must:

- Be funding a minimum of 75% of the total related costs and share to be applied to operational costs.
- Specify the corporate division, if applicable of any exclusivity request.

### **Promotion**

Dîner en Noir shall develop a promotional piece outlining why Dîner en Noir is a desirable recipient of sponsorship. The promotion shall be aimed at organizations wishing to enhance their reputation by supporting a respected national events production organization with a mission of promoting the local arts and business

communities and/or wishing to reach individuals with special influence within those communities across the U.S. This piece shall be added to the web site and fundraising tool kit and kept current. Event organizers and committee chairs may supplement the general piece with the benefits of their program or event e.g. audience size and demographics

## **Terms**

All sponsorship agreements over \$30,000, and in excess of one event or that include naming rights shall be confirmed in writing by the President of Dîner en Noir Corporate and co-signed by the sponsor's representative. For sponsorships that do not meet this threshold the agreement will be signed by senior Dîner en Noir representative or the committee chair.

Staff or the committee chair shall draft an agreement consistent with the size and the scope of the sponsorship. In most cases a short letter with sign-back will be sufficient. The agreement shall be directly with the sponsoring company, not any agent or broker.

Even such short agreements shall include a clarification of the planned use of the support, minimum recognition the sponsor shall receive, the need to have any use of each other's logos approved in advance, and also may include the statement that Dîner en Noir does not endorse sponsor's products or services. A sample agreement is attached for a short-term sponsorship (Appendix II). Dîner en Noir Corporate shall develop a template contract for long-term sponsorships.

Sponsorships exceeding a single event or action shall be confirmed by contract. In addition to the items stated above, the contract shall clarify relevant aspects of:

- When the sponsor will provide payment, or make promised in kind goods or services available.
- Who the main contact(s) will be for each party.
- Any interim or final reporting agreed upon, how the agreement shall be monitored and when reviewed.
- When the agreement terminates, and how early termination is effected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled. (e.g. what happens if the event is cancelled)

## **Update Process**

Given changes in societal views and values as well as monetary values, Dîner en Noir Corporate shall review its sponsorship policy at a minimum of every 24 months.

Approved April 10, 2019

## Appendix I: Operational Sponsorship Levels

This policy refers to partner or operational sponsorships. These financial contributions, which are determined by the local organizer, are made to enable the corporations to show support to the Dîner en Noir and to align with an organization that shares similar policies and practices. These funds, less the real cost of the benefits back to the corporation, are considered discretionary money and can be used by Dîner en Noir for any purpose within approved budgets and policies. This policy does not cover event/program sponsorships, grants or contribution agreements or funds that are made available to the Dîner en Noir for specific purposes as specified by the funder.

### FOUNDER'S LOUNGE SPONSOR – \$30,000

As the Founder's Lounge sponsor of the event your brand will be the naming partner of the most exclusive and upper tier experience at Dîner en Noir. Furthermore, this sponsorship also includes an extensive ticket package to entertain your best clients, donors and/or employees. Partnering Sponsorship may be accepted as financial support, in-kind trade or a combination of both, as long as the minimum monetary value for this level is achieved.

#### SPONSORSHIP INCLUDES:

- The Founder's Lounge renamed The "Title Sponsor" Founder's Lounge
- Opportunity to completely rebrand the Founder's Lounge in your brand's image
- 10 Full Experience Tickets (with access for 20 guests to the Founder's Lounge)
- 5 Dining Experience Tickets (10 guests)
- Prominent position on the official Dîner en Noir event website
- Photo opportunities with event hosts, VIPs, and celebrities
- Editorial mention in some publicity (can include radio, TV, web ads, email blasts, print, internet and more)
- Sponsored posts on all Dîner en Noir social media accounts (Facebook, Instagram and/or Twitter)
- Thorough recognition by event host, emcee or announcer throughout the event and in #DEN Community Newsletter
- Prominent logo on 'Step & Repeat Wall' for celebrity, magazine & fashion photos
- Product display(s) and sampling on site, if applicable
- Opportunity to select up to one (1) activity/schedule sponsorship (best tablescape contest, best-dressed contest, Aperitif Cocktail Party, Digestif After- Dîner Party, etc.) if not already assigned.
- Product/information inclusion in gift bags

### HOSPITALITY TENT SPONSOR - \$20,000

Serving as the hub of each Dîner en Noir event, the Hospitality Tent (or area) is not only the central gathering location for guests during the Aperitif Cocktail Hour Welcome Reception, but it's also the location where vendors and corporate sponsors share their products and services with our guests. As the Hospitality Tent Sponsor of the event, your brand will be the naming partner of one of the best small business promotional opportunities around! Furthermore, this sponsorship also includes an extensive ticket package to entertain your best clients, donors and/or employees. Partnering Sponsorship may be accepted as financial support, in-kind trade or a combination of both, as long as the minimum monetary value for this level is achieved.

#### SPONSORSHIP INCLUDES:

- The Hospitality Tent renamed The "Title Sponsor" Hospitality Tent
- Opportunity to completely rebrand the Hospitality Tent in your brand's image
- 5 Full Experience Tickets (with access for 10 guests to the Founder's Lounge)
- 5 Dining Experience Tickets (for 10 guests)
- Prominent position on the official Dîner en Noir event website
- Photo opportunities with event hosts, VIPs, and celebrities
- Editorial mention in some publicity (can include radio, TV, web ads, email blasts, print, internet and more)
- Sponsored posts on all Dîner en Noir social media accounts (Facebook, Instagram and/or Twitter)

- Thorough recognition by event host, emcee or announcer throughout the event and in #DEN Community Newsletter
- Prominent logo on 'Step & Repeat Wall' for celebrity, magazine & fashion photos
- Product display(s) and sampling on site, if applicable
- Opportunity to select up to one (1) activity / schedule sponsorship activity/schedule sponsorship (best tablescapes contest, best-dressed contest, Aperitif Cocktail Party, Digestif After- Diner Party, etc.) if not already assigned.
- Product inclusion in gift bags

## **CATERING SPONSOR | IN-KIND- \$20,000**

As the staple of every Dîner en Noir event, the Seated Dinner is by far, the reason most guests attend. Those wishing to forgo dragging their chairs, tables, food, etc., opt to register for our Plated or Full-Service premium experiences, which includes a catered 3-course gourmet meal. As the main mission of our events is to focus on the local business and arts community, our catering sponsorship allows an opportunity put your brand in front of a captive audience of celebrities, VIPs, foodies, food editors, social media influencers, etc. in a fun and memorable way while growing brand recognition and your community involvement footprint. Furthermore, this sponsorship also includes an extensive ticket package to entertain your best clients, donors and/or employees.

### **SPONSORSHIP INCLUDES:**

- Opportunity to completely design the meal program in your brand's image
- 5 Full Experience Tickets for the "Chef's Table" (with access for 10 guests to the Founder's Lounge)
- 5 Dining Experience Tickets (for 10 guests)
- Prominent position on the official Dîner en Noir event website
- Photo opportunities with event hosts, VIPs, and celebrities
- Editorial mention in some publicity (can include radio, TV, web ads, email blasts, print, internet and more)
- Sponsored posts on all Dîner en Noir social media accounts (Facebook, Instagram and/or Twitter)
- Thorough recognition by event host, emcee or announcer throughout the event and in #DEN Community Newsletter
- Prominent logo on 'Step & Repeat Wall' for celebrity, magazine & fashion photos
- Product display(s) and sampling on site, if applicable
- Product inclusion in gift bags

## **EXCLUSIVE OR PREMIUM BRAND SPONSORSHIP - \$10,000**

Become the "official" brand of the Dîner en Noir! Exclusive or premium brand sponsorships are a great way to put your brand in front of a captive audience in a fun and memorable way. Partnering Sponsorship may be accepted as financial support, in-kind trade or a combination of both, as long as the minimum monetary value for this level is achieved.

### **SPONSORSHIP INCLUDES:**

- 3 Full Experience Ticket (with access for 6 guests for the Founder's Lounge)
- 3 Plated Experience Tickets (6 guest)
- Recognition by event host, emcee or announcer and in #DEN Community Newsletter
- Logo on the official Dîner en Noir event page
- Logo on 'Step & Repeat Wall' for celebrity, magazine & fashion photos
- Sponsored posts on all Dîner en Noir social media accounts (Facebook, Instagram and/or Twitter)
- Product inclusion in gift bags

**CATEGORIES AVAILABLE:** Categories determined by local event organizer

## **CORPORATE SPONSOR - \$5,000**

This is the easiest way to get involved, as product or service, with Dîner en Noir as a sponsor and on a budget. Partnering Sponsorship may be accepted as financial support, in-kind trade or a combination of both, as long as the minimum monetary value for this level is achieved.

### **SPONSORSHIP INCLUDES:**

- 1 Full-Experience Tickets (with access for 2 to the Founders Lounge)
- 3 Dining Experience Tickets (for 6 guests)
- Opportunity to display branding in Founder's Lounge & Hospitality Tents as long as it doesn't conflict with lead sponsor
- Sponsored posts on all Dîner en Noir social media accounts (Facebook, Instagram and/or Twitter)

- Recognition by event host, emcee or announcer and in #DEN Community Newsletter
- Logo on the official Dîner en Noir event website & “Step & Repeat” Wall
- Product/information inclusion in gift bags

## **VENDOR SPONSOR - \$2,500**

Become an “official” Dîner en Noir Vendor Sponsor for the opportunity to present your services &/or products to a captive audience in a fun and memorable way in our Hospitality Tent.

### **SPONSORSHIP INCLUDES:**

- 1 4-6-foot table with 2 chairs, if applicable. (please note: to accommodate all Vendor Sponsors, this is the only space provided)
- 1 Plated Experience Ticket (for 2 guests)
- 1 LED desk plate display with your logo and company for your seat during the Seated Diner
- 4 Vendor wristbands for staff
- Logo on the official Dîner en Noir event page on the official
- Shared Social Media Post (Facebook, Instagram and/or Twitter)

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES - \$1,000**

**Registration Sponsor:** Each of our guests must walk through registration. Why not make your brand the FIRST to welcome them?

**Gift Bag Sponsor:** 500 guests receive VIP gift bags. Send your brand product and contact info home with our most influential attendees!

**Cocktail Napkin Sponsor:** Feature your brand on cocktail napkins used throughout the event (sponsor provides napkins).

**Wristband Sponsor:** Have your brand prominently displayed on wristbands for Founders Lounge, Full-Service, Plated & Dining Experiences and Vendors access.

**Drinkware Sponsor:** Have your logo on drinkware provide at Dîner en Noir event bars (sponsor provides cups).



**Appendix II: Template for Short-Term Sponsorships**

(date)  
(sponsor contact)  
(sponsor company name and address)

Dear (sponsor contact)

I am pleased to confirm the (sponsor organization) and the Dîner en Noir will be co-operating in the (event/program).

Thank you for agreeing to sponsor this event a the (sponsorship level) by providing in (\$ and/or in kind contribution) by (timing). Your participation will help ensure its success. Your support will be recognized by (insert recognition agreed to). If for any reason (the event/program) does not take place as planned, you will be contacted to discuss appropriate changes.

Please continue to discuss any details with (insert Dîner en Noir contact name) at (insert contact number). Kindly let us know if you cease to be the main contact person at your company. I am available at (insert contact number) if you wish to talk generally about Dîner en Noir or about other sponsorship opportunities.

I must confirm that as a sponsor, you will not in any way imply that Dîner en Noir has endorsed your products or services and you will seek advance approval for each and any use of the Dîner en Noir logo, such as on your website, social media platforms, etc. Dîner en Noir will do the same with respect to any use of your logo.

After signing below, please email this agreement to (insert Dîner en Noir representative) at (insert Dîner en Noir fax number).

Again, welcome to the family of Dîner en Noir sponsors. I hope your involvement now is the start of a long and mutually beneficial relationship with Dîner en Noir (city) (year), Celebrating Arts, Business & Community.

Sincerely

\_\_\_\_\_  
(signature)  
Dîner en Noir, (title of representative)

FOR SPONSORING ORGANIZATION:

\_\_\_\_\_  
Name of Sponsoring Organization

\_\_\_\_\_  
Signature of Representative

\_\_\_\_\_  
Date Signed