

FRIENDS OF WATERLOO REGION MUSEUM

DONOR/SPONSOR RECOGNITION POLICY SUMMARY



- Donations of \$20 or greater will receive a tax receipt and letter of thanks
- In-kind donations will be recognized at fair market value and tax receipted as per Canada Revenue Agency rules
- Donor requests to remain anonymous will be respected.
- The FRIENDS may, by motion, approve a proposed form of partnership or recognition that is different from the General Donor/Sponsor Levels. For example, unique proposals may arise on occasion specific to event-based and topic-based donations.

GENERAL DONOR/SPONSOR LEVELS:

DONOR LEVEL	AMOUNT	RECOGNITION
Donor - Individual	Up to \$100	<ul style="list-style-type: none"> • Electronic board
Donor - Gold	Over \$100	<ul style="list-style-type: none"> • Electronic board • Train ornament

SPONSOR LEVEL	AMOUNT	RECOGNITION
Sponsor - Bronze	Up to \$499	<ul style="list-style-type: none"> • Electronic board • Social media post • Website post • Recognition in marketing material if sponsorship is specific to an event or activity
Sponsor – Silver	\$500-\$999	<ul style="list-style-type: none"> • Electronic board • Social media post • Website post • Recognition in marketing material if sponsorship is specific to an event or activity • Logo and website link promotion for up to 3 months after sponsorship
Sponsor – Gold	\$1,000-\$2,499	<ul style="list-style-type: none"> • Electronic board • Social media post • Website post • Recognition in marketing material if sponsorship is specific to an event or activity • Logo and website link promotion for up to 3 months after sponsorship • Speaking opportunity at Annual General Meeting

Sponsor - Platinum	\$2,500+	<ul style="list-style-type: none">• Electronic board• Social media post• Website post• Recognition in marketing material if sponsorship is specific to an event or activity• Logo and website link promotion, for up to 3 months after sponsorship• Speaking opportunity at Annual General Meeting• Promotional material sharing opportunity at FRIENDS' event• Two family passes
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