

## **Guidelines for Sponsorship, Product Sales and Speakers**

### **Overview:**

Toastmasters International recognizes that sponsorships, product sales and speakers are important issues in relation to the management and operation of districts and district conferences and events. Following are guidelines that districts must follow whenever the district is securing sponsorships, product sales and speakers.

### **Sponsorship and Speakers:**

Toastmasters International permits districts to secure sponsorship for district events as a strategy for offsetting costs. In every case, the district governor must approve the sponsorship.

#### *Sponsorship of an event:*

A sponsor of a district event, program or conference can:

- Provide "in kind" compensation (e.g., printing, etc.)
- Donate money
- Provide products (e.g., pens, bags, notebooks, etc.)
- Provide a service (e.g., airport shuttle, etc.)

A district can, in return for sponsorship, offer only the following:

- Recognition in print (e.g., conference program, event program, Web site, etc.)
- Recognition in signage (i.e., a sign displayed during a reception acknowledging the sponsor of hors d'oeuvres)
- Verbal recognition (i.e., by the host at the beginning of the meeting)
- Complimentary event registration for the sponsor
- Space (i.e., providing the meeting room or a common area in which the sponsor can display products or services, when the products or services support the Toastmasters International mission)

Should the district secure sponsorship, the parties understand and agree that, in return for the consideration provided to the district, on behalf of Toastmasters International, under this Agreement, there is no arrangement or expectation that the sponsor will receive any substantial benefit other than the acknowledgment of the sponsors name or logo in connection with the district event. Acknowledgments made by the district, on behalf of Toastmasters International, under this Agreement shall not include advertising the sponsors products or services, and specifically shall not include qualitative or comparative language, price information, other indications of savings or value, any endorsement, or any inducement to purchase, sell, or use such products or services. Any such advertising provided to the sponsor by the district, on behalf of Toastmasters International, (including but not limited to advertising space in *The Toastmaster* magazine) must be purchased by sponsor in a transaction conducted separately from this Agreement, for separate consideration at fair market value. No consideration provided to the district, on behalf of Toastmasters International, by the sponsor under this Agreement shall be

contingent upon the level of attendance at one or more events, broadcasts ratings, or other factors indicating the degree of public exposure to one or more events.

*Sponsorship of an individual speaker:*

Toastmasters International recommends that districts find speakers for district events who are located within the district. This helps keep event expenses to a minimum. If the district wants a speaker from outside the district, it is recommended that an individual or organization sponsor the speaker to off-set costs associated with that speaker's appearance.

Following are guidelines for reimbursement of speakers:

- Under no circumstances will a district pay for speakers fees.
- A district cannot allocate any part of the Toastmasters International dues income to off-set any speaker's expenses.
- A district can allocate excess funds earned by the event (e.g., registration fee income) to off-set speakers' expenses provided the budget forecasts positive results. The excess funds can be used only for travel costs associated with lodging (hotel), the lowest rate round-trip coach airfare or mileage reimbursement (please see TI policy for reimbursement guidelines), and/or complimentary conference or event registration and related meals. The speaker is responsible for all other expenses.
- A district can use donated airfare or hotel vouchers for travel costs that may be associated with a speaker's appearance.
- A district can use donated money from a sponsor to off-set costs associated with a speaker's appearance.
- The speaker's presentation must directly support the TI mission and be related to TI's communication and leadership program.

Toastmasters International requires the use of a written speaker agreement whenever districts use a speaker. A written speaker agreement protects the organization and clearly defines the obligations of the district and the speaker.

**Product Sales:**

Often speakers want to make their products or services available for purchase at an event. This is acceptable provided the products or services directly support the TI mission and are related to TI's communication and leadership programs. Additionally, TI requires the use of our speaker agreement.

Following are guidelines for speakers who want to sell their products or services following their presentations:

- The product the speaker sells must support the event's goals and objectives, including the TI mission
- The speaker may sell the product or service for a maximum of two hours after the speaker's presentation has ended provided this time does not conflict with the

meeting time for the district council/business meeting. Each speaker is limited to one sale opportunity even if they are conducting multiple presentations.

- The district may supply the speaker with table space no larger than 4' X 8' (1.2m X 2.4m). The table should be as close as safely possible outside the speaker's presentation room.
- The speaker must coordinate his/her product or service sales. This includes product display, sales transactions, payments of sales taxes associated with sales and removing the products from the display area after the time allotted has ended. The speaker is also responsible for any set-up, staffing, labor and related expenses for product sales. No district officer may assist the speaker with sales. Should other individual members choose to help the speaker sell his/her product or service, the speaker assumes any risks for their actions and the district bears no responsibility.
- The speaker may not promote their product or service during their presentation. However, the speaker or facilitator can make an announcement concerning product or service sales at the conclusion of the presentation, including how long the product or service will be sold at the event.
- Districts are not responsible for any defective products or services a speaker sells.

**Summary:**

Whenever a district is considering sponsorship, speakers or product sales for any district related event, the district must use these guidelines and related agreements. Below are additional TI policies and procedures that further support these guidelines.

*TI Policies and Procedures, Section VI D6, District Fiscal Management*

*TI Policies and Procedures, Section VI D11, Fund-raising Activities*

Districts may access these resources on the TI Web site at [www.toastmasters.org](http://www.toastmasters.org) > Information for Members > TI's Policies and Procedures.

*\*These guidelines can be adapted to other Toastmaster related events and activities*