



DIRECTOR POLICY #15 Sponsorship Program

Effective Date: April 16, 2026

1. Purpose

A formal partnership where VCF provides financial once per year support in a partnership to a nonprofit organization.

2. Scope

This policy applies to nonprofit organizations and is a two-way agreement. The nonprofit benefits from reliable support, and in return, VCF gains visibility, community goodwill, and brand alignment with recreational and tourism development. The VCF Board of Directors are responsible for reviewing applications and hold the final approval authority.

3. Typical Use

Financial and In-Kind support is given in exchange for public recognition and association with their work. This may include logo placement, verbal acknowledgements, signage or inclusion in marketing materials. Annual Budget: \$25,000.00 (in kind), and \$6,500.00 (sponsorship)

4. Overview

This is typically a multi-year or annual partnership with a dedicated relationship with an organization that aligns with our values of sustainable community development and enhances our visibility in both the tourism and local resident sectors.

5. Funding

In-Kind Contributions: \$25,000 annually, with a maximum of \$5,000 per applicant.

Sponsorships: VCF currently provides annual sponsorship to VARDA and the Climbing Club, totaling \$6,500 annually. This amount may be adjusted if additional long-term sponsorships are approved by the Board of Directors and funds are available.

6. Policy Review

This policy will be reviewed as required to ensure continued effectiveness and efficiency.

Approved By: VCF Board of Directors

Approval Date: April 15, 2026