



The Canadian Association of Critical Care Nurses

Policy Statement

Strategic Alliances, Partnerships, Sponsorship and Endorsement

The Canadian Association of Critical Care Nurses (CACCN) is a national not-for-profit specialty nursing association, with fourteen chapters across Canada.

The Canadian Nurses Association (CNA) Network of Nursing Specialties and the CNA Certification Branch recognizes CACCN as the recognized national specialty nursing association for critical care nurses and those interested in critical care.

Purpose

This policy specifies the criteria for the development of CACCN strategic alliances and partnerships.

Definitions

Strategic Alliance: A strategic alliance is an arrangement between two entities to undertake a mutually beneficial project while each retains its independence. The arrangement allows two organizations to work toward a common goal that will benefit both. The agreement is less complex and less binding than a joint venture and may require little or no capital investment. A strategic alliance may be short-or-long-term and the agreement may be formal or informal.

Sponsorship: A corporate sponsorship is a form of marketing in which a company pays for the right to be associated with a project or program. It is a business arrangement. A common template for corporate sponsorships entails a collaboration between a non-profit organization and a sponsor corporation, in which the latter funds a project or program managed by the former in exchange for recognition. Corporations may have their logos and brand names displayed alongside of the organization undertaking the project or program, with specific mention that the corporation has provided funding. It is

different from philanthropy, which involves donations to causes that serve the public good that may not yield any return—branding or otherwise—to the donor.

Partnership: A partnership is a formal arrangement for a joint activity by two or more entities to manage and operate business and share the benefits. A partnership is generally a long-term commitment, often requires a significant investment by all parties and all parties stand to benefit or lose from the arrangement. Partnerships generally relate to the delivery of products and services.

Endorsement: A public declaration of support for a person, product, or service. For example, an association may endorse an educational product provided by a medical supply company.

Guiding Principles

CACCN will adhere to the following guiding principles when seeking, developing, considering, entering, and maintaining any strategic alliance or partnership. Any and all strategic alliances, partnership, sponsorship and/or endorsement must:

1. be reviewed to ensure they are appropriate for the association and in line with the CACCN's vision, mission, goals, strategies, policies, and procedures.
2. be in the best interest of the CACCN:
 - a. consideration will be given to the compatibility of strategic intent and direction for the Association and the organization.
 - b. the value-add to the CACCN.
 - c. the expectations regarding the CACCN and the organization's participation and commitment.
3. include measurable benefits for CACCN members.
4. ensure, the CACCN will receive equal or more value than other organizations involved.
5. include clearly detailed contributions and expectations for both the CACCN and the organization.
6. ensure each organization actively participates to meet the targeted outcomes.
7. ensure any CACCN member contact information shared with the organization is kept confidential.
8. ensure accountability and responsibilities for the development, management and maintenance of the strategic alliances, partnerships, sponsorship, and endorsement are clearly articulated, understood, and complied with.
9. ensure there is no conflict of interest with CACCN and/or the organization.

Guiding Principles for Endorsements

In addition to the above noted Guiding Principles, when approached by a vendor to endorse a product and/or service, the following questions will be considered:

1. What benefit does the vendor derive by having their product and/or service associated with CACCN?
2. What value does associating with this product, and/or service and this vendor achieve for CACCN members?
3. Is there any risk associated with endorsement/ implied endorsement of the product and/or service?
4. Does the benefit to CACCN exceed the benefit to the vendor?
5. Are there potential liability issues if CACCN endorses the product and/or service?
6. Has the vendor provided evidence of the claims they make?
7. Is this a solution where everyone benefits - CACCN and the vendor?
8. Would we be considering such publicity independent of the vendor?
 - a. If the answer is "no" we should decline.

Documentation

Strategic alliances, partnerships, sponsorship, and endorsement will be formalized through a Memorandum of Understanding (MOU), Letter of Understanding (LOU) or a formalized contract, reviewed and signed by the Association and the organization.

All strategic alliances, partnerships, sponsorship, and endorsement proposals, shall include the following:

- a. The MOU, LOU, or Contract (the proposal outline).
- b. How the proposal fits the CACCN's vision, mission, goals, strategies, policies, and procedures.
- c. The value to the CACCN membership.
- d. The value to the organization wishing to partner.
- e. Participation requirements.
- f. Goals and deliverables.

Memorandum of Understanding, Letter of Understanding or Contract

Each MOU, LOU or contract must include the following information:

1. Proposal details.
2. Return on Investment for CACCN and the organization.
3. Goals and expected outcomes.
4. Clarification, if necessary, around organizational boundaries and ownership of data, etc.
5. Communication and decision-making process.
6. Financial agreements and responsibilities.
7. Specific responsibilities for CACCN and the organization.
8. Evaluation process for 3 months, 6 months, 9 months, and 12 months.
9. Timelines and deliverable dates.

Procedure

1. Strategic alliances, partnerships, sponsorship, and endorsement will be sought out and developed by the Chief Operating Officer, Executive Committee and/or Board Members.
2. The Executive Committee will be involved in all discussions and negotiation of strategic alliances, partnerships, sponsorship, and endorsement.
3. The Chief Operating Officer will have authority to enter discussions with sponsors, exhibitors, and partners in relation to the Dynamics of Critical Care Conference.

Additional Responsibilities: Partner Relations Committee and/or Chief Operating Officer

1. Support the arrangements as agreed to by the CACCN.
2. Orientation for Board and Chapter Leaders, as required, for any MOU, LOU, or contracts in place.
3. Maintain a list of all strategic alliances, sponsorships, partnerships, or endorsements indicating the name of the organization, the purpose of the agreement, the timeline for deliverables and date of termination, if applicable.

Approval

Strategic alliances, partnerships, sponsorship, and endorsement will be viewed and approved by the CACCN Executive Committee and/or the Board of Directors.

The Chief Operating Officer will have the authority to approve sponsorship and exhibit contracts for the Dynamics of Critical Care Conference without seeking Executive Committee and/or Board approval.

Termination

Termination will occur when:

1. the MOU, LOU or the contract has ended.
2. the organization uses the name of the CACCN outside of the parameters of the MOU, LOU, or contract without prior consent.
3. the organization develops a public image that is no longer aligned with the CACCN's vision, mission, goals, strategies, policies, and procedures.
4. The organization violates confidentiality in relation to the CACCN.
5. The organization fails to deliver the agreed upon deliverables.
6. The requirements spelled out in the MOU, LOU or the contract are not being met and the alliance, partnership, and/or sponsorship is no longer able to function under the original intent.

Reference

- Banton, Caroline. "What Endorsements Mean, and How They Work." *Investopedia*. Investopedia, 10 June 2021. Web. 11 June 2021. <<https://www.investopedia.com/terms/e/endorsement.asp>>.
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