



*Our mission is to facilitate the use of general aviation
to transport endangered species and to promote
conservation through education and outreach*

TURTLES FLY TOO'S CORPORATE SPONSORSHIP AND GIVING POLICY

Revised 04/15/2020

Turtles Fly Too (TF2) welcomes sponsorship and/or donations from businesses and corporations of all sizes. TF2 recognizes that by establishing and nurturing these corporate partnerships, we can fund special projects and receive in-kind support for services and equipment that may not otherwise be available. In return, corporate partnerships receive customized recognition and volunteer opportunities that further corporate social responsibility initiatives.

Through this policy, Turtles Fly Too will ensure that the activities of companies we work with are consistent with our organizational values, provide guidelines for solicitations, and outline implementation procedures for sponsorship agreements.

Guiding Principles

The following principles will guide Turtles Fly Too in the solicitation and acceptance of gifts or support to enhance or develop programs and services:

- All corporate support must further Turtles Fly Too's mission, goals, objectives and priorities. They will not drive Turtles Fly Too's agenda or priorities.
- Sponsors may not require endorsement of products or services.
- Turtles Fly Too will not sell or provide access to member information in exchange for support.
- Turtles Fly Too will not accept more than 25% of total income per year from one corporate partner. This does not include money raised via employee and customer fundraising.
- Any sponsorship agreements will permit Turtles Fly Too to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

■ AVIATION ■ CONSERVATION ■ COMMUNITY

Main Office: 4911 No. Parkwood St. | Boise, ID 83704 | 208-484-7774
East Coast Office: 22441 SW 88th Place, #304 | Miami, FL 33190 | 904-463-0513

TURTLES FLY TOO.ORG



Sponsor Solicitation

- When asking for corporate sponsorship or accepting sponsorship offers, Turtles Fly Too will actively avoid partnerships with companies involved in any of the following activities:
 - Tobacco manufacture
 - Destruction of marine habitats
 - Discrimination based on age, race, gender, disabilities, medical conditions, sexual orientation, or religious beliefs
- All other donations of funding or in-kind products shall be accepted. If a Turtles Fly Too staff is unsure about whether a company falls under the previous categories, they will contact the Development Director before sending out any sponsorship offers.
- The solicitation or acceptance of gifts must receive prior approval of the Advisory Board if the sponsorship
 - Is valued at over \$5,000
 - Includes special sponsor acknowledgements
 - Poses a potential conflict of interest in which a Turtles Fly Too staff or board member personally or directly benefits

Product Endorsements

- Turtles Fly Too does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with sponsor products.
- Turtles Fly Too will not promote any products unless published research has shown direct benefit to marine environments or recreational activities Turtles Fly Too members engage in (e.g. diving or snorkeling).

Approval

- Before accepting sponsorship support, the offer will be submitted to and approved by the Executive Director (unless sponsorship invitations were preapproved beforehand).
- If, for any reason, sponsorship is in question by Turtles Fly Too staff due to ethical concerns, the Executive Director/Director of Operations may consult with the Board of Trustees for guidance.



Recognition and Acknowledgement

Turtles Fly Too will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Sponsor acknowledgement will not take precedence or have prominence over Turtles Fly Too's own logo or promotional material.
- Acknowledgement of sponsorship may also take the following forms at Turtles Fly Too staff discretion:
 - Sponsor's name on promotional materials and press releases
 - Mention of the sponsor at events
 - Small standardized plaques may be placed on donated furniture or equipment
 - Use of logo on corporate materials
- More substantial acknowledgements will be approved by the Board of Trustees, such as:
 - Naming rights at Turtles Fly Too
 - Acknowledgements lasting more than 5 years
 - Any other special recognitions out of the ordinary

Transparency

- A full list of corporate sponsors giving over \$1,000 will be maintained on Turtles Fly Too's website.
- Turtles Fly Too will keep on file a list of sponsors which have been solicited for corporate sponsorship.
- This policy will be available to Turtles Fly Too members and the public upon request.