

# DRAFT

CALIFORNIA TASK FORCE  
ON

## Youth and Workplace Wellness

The mission of the California Task Force on Youth and Workplace Wellness (Wellness Task Force) is to create and promote programs and policies which increase healthy eating and physical activity in California's schools and workplaces.

The Wellness Task Force welcomes financial support from like-minded organizations that have similar missions and visions and who want to participate on an annual basis in initiatives and programs that further the Wellness Task Force's work.

The Wellness Task Force believes that our corporate sponsors receive immeasurable rewards through their sponsorship, including:

- Image-association with a well-regarded entity (the Wellness Task Force);
- Opportunities to inform and influence new audiences through cooperative promotion;
- Opportunities to extend sponsor constituency; and
- An opportunity to broaden involvement in community outreach.

### General Principles

1. Corporate funds are accepted by the Wellness Task Force only for programs or activities that are consistent with our mission and vision. The Wellness Task Force chooses to have relationships with organizations or industries whose principles, policies, or conduct aligns with Wellness Task Force values.
2. Corporate relationships with the Wellness Task Force will preserve trust in the Wellness Task Force and the credibility and objectivity of its information, priorities, programs and decisions.

### Special Guidelines

1. The Wellness Task Force encourages sponsor input through the development of the sponsor relationship, ensuring that both parties are mutually satisfied with desired goals and outcomes. However, the Wellness Task Force maintains objectivity and control with respect to any product, service, program or activity that is developed, sponsored or supported with corporate funds.
2. The Wellness Task Force may accept funds to support specific projects or activities that allow sponsor exclusivity for a particular project.
3. Corporate funding for Wellness Task Force projects or product development includes the following conditions:
  - The Wellness Task Force seeks corporate funding for specific activities from multiple sources whenever possible.

- Acceptance of corporate funding is made with the understanding that support is given based on a commitment to the Wellness Task Force's own standards. A sponsor's particular preferences regarding a particular design, content or policy may not be reflected in the project or product.
  - Corporate sponsors may participate in Wellness Task Force committees organized to gather stakeholder input and perspective on specific activities or products related to specific sponsorship. (All parties must comply with Wellness Task Force policies on disclosure and conflicts of interest.)
  - The Wellness Task Force retains the right to approve or disapprove participation of sponsors according to the unique needs of a program and potential conflicts of interest.
4. The Wellness Task Force may consider the results of research studies, test results, or other information from corporate sponsors as well as other external experts that may help to inform Wellness Task Force staff on issues to be addressed in the project or product development process.
  5. The Wellness Task Force may accept a corporate sponsor's provision of in-kind expertise to assist with specific tasks. This may include sponsor's employees volunteering on specific committees or at designated events/activities.
  6. Acceptance of corporate funds does not imply Wellness Task Force endorsement of a company's products, services, programs or activities or that the Wellness Task Force will exert any influence to advance the corporation's interest outside the substance of the arrangement itself.

### **Recognition of Sponsorship and Use of Wellness Task Force Name, Logo, and Property**

1. The Wellness Task Force agrees to provide appropriate recognition of corporate sponsorship in its annual report, Website (where agreed), and as appropriate in the sponsorship arrangement.
2. The Wellness Task Force retains the right to approve the use of the Wellness Task Force's name, logo and language related to statements recognizing corporate funding.
3. Corporate relationships must preserve the Wellness Task Force's control over any programs, projects or products bearing the Wellness Task Force name, logo or trademarks, and over the use of Wellness Task Force intellectual property.

### **Annual Sponsorship Program**

The Corporate Wellness Sponsorship Program is open to all corporations that support the Wellness Task Force's mission (unless otherwise stated under an exclusivity agreement). The Program in return provides companies with opportunities for public recognition, corporate education, and other means of acknowledging contributions of Wellness Task Force work.

The Corporate Wellness Sponsorship Program has four designated categories of recognition that are awarded based on the level of support provided to the Wellness Task Force in a given year.

**Platinum Corporate Sponsor - \$250,000 and above**  
**Gold Corporate Sponsor - \$100,000 to \$249,999**  
**Silver Corporate Sponsor - \$5,000 to \$99,999**

### **Silver Corporate Sponsor**

- A conference call by the Wellness Task Force Director, or designated Committee Chair, to educate the sponsor's leadership and staff regarding Wellness Task Force products, programs and strategies;
- Two complimentary seats at all Wellness Task Force fundraising or award events;
- Recognition – including logo – on the Wellness Task Force's Sponsors Web page;
- Recognition in the Wellness Task Force's Annual Report, which is supplied to all Wellness Task Force members, Committee Members, Advisory Council members, and to the public via the Wellness Task Force Web page;
- Opportunities for sponsor company employees to volunteer at Wellness Task Force events; and
- Receipt of all press announcements on new programs, products and initiatives.

### **Gold Corporate Sponsor**

Gold Corporate Sponsorship opportunities include all of the Silver Corporate Sponsorship opportunities, *plus* the additions and/or changes noted below:

- An onsite presentation by the Wellness Task Force Director, or designated Committee Chair, to educate the sponsor's leadership and staff regarding Wellness Task Force products, programs and strategies (per year of commitment);
- A presentation by sponsor to Wellness Task Force members at a designated Wellness Task Force meeting to share information about a sponsor's product(s) or project(s) that pertain to the Wellness Task Force mission;
- Opportunities to tailor additional collaboration and recognition in accordance with Wellness Task Force's Corporate Sponsor Guidelines;
- *Four* complimentary seats at all Wellness Task Force fundraising or Award events;
- Recognition – including logo *and hotlink* to the sponsor's Web site (as clarified in the sponsorship arrangement) – on the Wellness Task Force's Sponsors Web page; and
- Sponsor logo on banners, programs, newsletters or on other promotional items as clarified in the sponsor arrangement.

## **Platinum Corporate Sponsor**

Platinum Corporate Sponsorship opportunities include all of the Silver and Gold Corporate Sponsorship opportunities, *plus* the additions and/or changes noted below:

- An opportunity for ***industry exclusivity*** as it pertains to a particular program, project or product;
- Six complimentary seats at all Wellness Task Force fundraising or Award events;

Should you have any questions regarding this policy, or Wellness Task Force sponsorship in general, please contact Leah Cox, Executive Director at (916) 760-7448.