



CRS Financial Policies – Sponsorship/Partnership Policy

Approved by the Board of Directors: February 26, 2020

All sponsorships, partnerships and barter relationships activity will be conducted as “One CRS”.

I. General

- a. CRS Industry Relations Manager, Porter Rice, manages all unrestricted sponsorship, exhibit and advertising activity on behalf of the CRS.
- b. The CRS Executive Office manages all barter and partnerships and restricted funds sponsorships.

II. Lead Generation

- a. Members may contact potential sponsors to assist in lead generation, **provided the CRS Industry Relations Manager, Stacy McManus** (smcmanus@controlledreleasesociety.org), is included in this outreach.
- b. Members may contact potential barter, partners, and restricted funds sponsors to assist in lead generation, provided the CRS CEO, Gabrielle Copperwheat (gcopperwheat@controlledreleasesociety.org), is included in the outreach.

III. Sponsor/Partner Benefits

- a. All marketing offerings and other sponsor benefits will be reviewed to ensure a fair price-point, relevant benefits and an overall high-quality sponsorship and partnership experience.
- b. All benefits will be managed and delivered by the CRS Executive Offices.

IV. Payments

All payments must be made directly to The Controlled Release Society via appropriate forms of payment including wire transfers, credit card transactions and/or check.

V. Sponsorship of Special CRS Groups or activities

- a. Sponsorships raised in support of Special Groups will be reported on a separate financial schedule managed by CRS Executive Offices.
- b. All funds and monies collected will be **allocated in accordance with the CRS Finance Policies** and based on the CRS yearly budget under approval of the CRS Treasurer and Board of Directors.