

Ethical Sponsorship Policy

Introduction

At Best S.T.E.P. Forward, we are committed to fostering an inclusive, supportive, and inspiring environment for expression, theater, sports, and community upliftment. Our mission is to empower individuals and strengthen communities through creativity, perseverance, and wellness. In this spirit, we believe that partnerships must align with our core values and contribute positively to our mission. This Ethical Sponsorship Policy sets forth the standards for evaluating and managing sponsorships to ensure they align with our objectives and uphold our ethical commitments.

1. Alignment with Our Values

All sponsorships must align with the core values of our organization, including:

- **Expression & Creativity:** Supporting the free expression of ideas and fostering creativity in theater, arts, and performance.
- **Sportsmanship & Perseverance:** Encouraging healthy competition, fair play, and the development of character through sports and fitness activities.
- **Community Upliftment:** Demonstrating a commitment to enhancing and uplifting the communities we serve, promoting inclusivity and social responsibility.

2. Ethical Standards

We require that our sponsorship recipients adhere to the following ethical standards:

- **Integrity:** Must operate with honesty, transparency, and respect for all individuals, fostering trust and mutual respect.
- **Social Responsibility:** Supporting initiatives that promote a positive social and environmental impact, focusing on sustainability and community well-being.
- **Non-Discrimination:** Actively supporting diversity, equity, and inclusion in all endeavors, ensuring equal opportunity for all individuals, regardless of race, gender, sexuality, or background.
- **No Conflicting Interests:** Recipients whose products or services may conflict with our mission or values—such as those promoting harmful practices, substances, or behaviors—will not be considered.

3. Selection Criteria

To ensure sponsorships support our mission and values, the following criteria will be used to evaluate potential sponsors:

- **Mission Alignment:** The recipient's practices and values must align with our goals of promoting creativity, perseverance, and community engagement.
- **Reputation:** Recipients must have a positive public reputation, free from controversy or unethical practices.
- **Community Engagement:** Preference will be given to sponsors who actively engage in community outreach and initiatives that benefit local populations or marginalized groups.

4. Types of Sponsorships

Sponsorships may be categorized as follows:

- **Event Sponsorships:** Support for specific events such as performances, sporting events, or fitness programs.
- **Program Sponsorships:** Ongoing support for specific initiatives or programs aimed at community upliftment and development.
- **In-Kind Sponsorships:** Donations of goods or services that directly support the mission (e.g., equipment, venues, supplies).
- **Financial Sponsorships:** Direct financial contributions to fund specific activities or initiatives aligned with our goals.

5. Transparency and Accountability

To maintain transparency and accountability, all sponsorship agreements will:

- Be documented in writing with clearly outlined terms, expectations, and deliverables.

6. Review and Evaluation

We will regularly review our sponsorship agreements to ensure they continue to align with our mission and ethical standards. This includes:

- An annual evaluation of sponsorship partnerships and their impact on our community and organizational goals.
- Ongoing monitoring to assess the ethical practices of our recipients and ensure they uphold the standards outlined in this policy.

Conclusion

At Best S.T.E.P. Forward, we are committed to building long-lasting, ethical relationships that enhance our mission and foster a positive impact on the community. By maintaining a high standard for sponsorship recipients, we ensure that our values of expression, creativity, perseverance, and community upliftment remain at the forefront of all our endeavors.