

## **ICF Toronto Chapter: Communications Guidelines**

### **August 2018**

The ICF Toronto Charter Chapter (ICF Toronto) communicates with its members and outside groups through various means including a website, events, social media, newsletters, email distributions and printed materials. These guidelines have been developed to ensure that all of ICF Toronto's communications meet three important standards as specified in these guidelines.

The purpose of this document is to provide:

- the ICF Toronto Board of Directors an approvals framework for material to be communicated using ICF Toronto's communication channels and tools, and
- interested parties with the consistent and transparent guidelines that the Board of Directors will apply in considering submitted material.

These standards and guidelines cover ICF Toronto communications including educational content, and advertising for events and services offered by ICF Toronto, its members, or external organizations.

#### **Standard #1 - Effective use of communication opportunities**

We aim to provide our members and other target groups with information that they will feel is aligned with our mission and their priority needs and interests. We align our communications with the priorities of ICF Toronto and our goals as they relate to our members and relevant outside groups.

#### **Guidelines**

1. All communication materials should be highly relevant to members and key stakeholders and support ICF Toronto's mission.
2. Communication that is deemed to be outside the priority interests of our members, or of low relevance to the priorities of ICF Toronto, will not be accepted for publication.
3. Consideration will be given to the frequency and length of communications so that they do not become onerous.

#### **Standard #2 – Reflecting a highly professional organization**

All communications by ICF Toronto should reflect well on ICF Toronto and its members. This means having a professional standard for the quality of writing and production, including such things as layout, design and technical standards for web based or audio-visual materials. ICF Toronto also aligns with ICF's branding standards for use of ICF logos, color schemes, etc.

## **Guidelines**

1. All communication materials will meet professional standards in writing and production, and will align with ICF branding standards.
2. Materials deemed to not meet professional standards due to poor writing, graphics, layout of other problems will either be revised or not accepted for publication.

## **Standard #3 - Alignment with the activities and policies of the International Coach Federation**

ICF Toronto support the ICF's core purpose, which is to "Lead the global advancement of the coaching profession." We are also committed to supporting the activities and policies of the ICF, and to meeting the terms of our Charter Chapter Agreement, which requires that we:

- subscribe to the vision, mission and values and strategic plan of the ICF, and adhere to its policies and standards,
- not conduct, endorse, offer, promote, develop or support any event that conflicts with the ICF's activity or policy.

Meeting these requirements means aligning with the ICF's strategic plan and its global communication activities. To be in alignment, ICF Toronto communication should, whenever possible:

- promote understanding of coaching as it is defined by the ICF and guided by the processes and core competencies the ICF supports,
- help people understand what coaching is and is not by separating it from therapy, advising and other practices which are outside of the scope of coaching,
- provide education on the value, credibility and efficacy of professional coaching,
- encourage coach training and credentialing consistent with the ICF policy,
- support our coaches/members by including a focus on professional skill competency development, personal development and professional/business development as it relates to the business of coaching,
- promote understanding of the ethics and standards that guide the coaching profession,
- promote products or services via website or newsletter advertising, advertorial banner or as a Member Meeting Sponsor (see details below).

## **Note**

- ICF Toronto reserves the right to deny any application for advertising, sponsorship, or partnership provided the applicant is provided an explanation.
- ICF Toronto reserves the right to terminate the agreement if the agreement is violated.

- ICF Toronto retains the right to review the content of all marketing materials used in the sponsorship. Content will be congruent with ICF Toronto’s mission and values.
- ICF Toronto will not enter into sponsorship agreements that promote the use of alcohol or tobacco, and other questionable substances or practices.
- All content will be in accordance with provincial legislation governing advertising.

These guidelines, as well as the effectiveness of the sponsorships and advertising themselves, will be reviewed annually. Should a decision to deny publication, or require changes be made to material, be contested by an ICF Toronto member or an outside party, that decision will be reviewed on a case-by-case basis by the Board of Directors.

## Sponsorship and Advertising Opportunities

ICF Toronto offers five types of sponsorship and advertising opportunities. Please see below for details and rates. If you wish to propose a customized opportunity please email [communications@icftoronto.com](mailto:communications@icftoronto.com).

### 1. Newsletter Advertising

ICF Toronto distributes newsletters to its members and other interested individuals. ICF Toronto's newsletter carries advertising for programs and services directly related to professional coaching when the advertising material meets ICF Toronto's Communication Guidelines, and when there is space available. A newsletter will typically not carry more than two advertisements. This gives each ad reasonable prominence, and keeps newsletters at a length that can be easily read.

#### Format for Advertisements

Advertisements should be designed to attract the interest of readers, and a hyperlink to visit a website for more information on the event, program or product being promoted. Ads should be limited to 125 words, and can include one or more links. An illustration or photograph may be included in a standard format such as jpeg or gif.

#### Procedure

1. If you wish to run an advertisement, please send an email to [communications@icftoronto.com](mailto:communications@icftoronto.com) with a description of the event, program or product you wish to advertise, along with the link that the advertising will direct to. We'll review your submission and respond to you ASAP.
2. We'll confirm if the advertisement fits the communication guidelines, and advise you on space availability and when the ad can be placed.
3. Once your advertising has been approved, we will send you an advertising agreement, confirming all the details for the advertising and information for invoicing and subsequently send you an invoice.

### 2. Website Advertising

If your organization offers services, programs or products of direct interest to professional coaches, you may be eligible to advertise on this website.

#### Format for Advertisements

Advertisements should be designed to attract the interest of readers, and a hyperlink to visit a website for more information on the event, program or product being promoted. An illustration or photograph may also be included in a standard format such as jpeg or gif.

## Procedure

1. If you wish to run an advertisement, please send an email to [communications@icftoronto.com](mailto:communications@icftoronto.com) with a description of the event, program or product you wish to advertise, along with the link that the advertising will direct to. We will review your submission and respond to you ASAP.
2. We'll confirm if the advertisement fits the communication guidelines, and advise you on space availability and when the ad can be placed.
3. Once your advertising has been approved, we will send you an advertising agreement, confirming all the details for the advertising and information for invoicing and subsequently send you an invoice.

### 3. Partnership and Sponsorship Opportunities

ICF Toronto will enter into written agreements for the mutual benefit of ICF Toronto and the entities seeking partnership and sponsorship. Consideration is given to opportunities that recognize and uphold the values of ICF Toronto, provide opportunities to market ICF Toronto's membership products and services, or communicate key messages and themes in support of coaching.

Priority is given to opportunities that promote ICF Toronto's values, provide benefits to our membership and promote awareness of coaching.

Sponsors can be involved in the following ways:

- Event Sponsors (Annual Conference, PRISM)
- Membership Meeting Sponsors
- ICF Toronto Sponsors

In our sponsorships, we aim to achieve the following:

- Clear, positive, sustainable community benefit
- Enhanced community experience
- Mutual respect
- Commercial or reputational business benefit
- Open dialogue and participation
- Measurable, positive outcomes
- Long-term commitment

## Procedure

1. Please complete the application for sponsorship and submit it to [communications@icftoronto.com](mailto:communications@icftoronto.com). We will review your application and connect with you ASAP.
2. We will arrange to meet with you (Skype, face to face, telephone) to discuss possibilities given your application meets ICF Toronto guidelines.

3. Final (signed) agreements will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship, partnership or related support.

Sponsorship Agreements can include:

- Website Advertising
- Newsletter Advertising
- Webinar Delivery
- Speaking Opportunities
- Trade Show Booths
- Sharing Promotional Materials
- Program Discounts

Note: Each sponsorship package is uniquely determined.

#### **4. Member Meeting Sponsorship Opportunities**

ICF Toronto hosts 10 Member Meetings a year. Consideration is given to sponsors that recognize and uphold the values of ICF Toronto, provide opportunities to market ICF Toronto's membership products and services, or to communicate key messages and themes in support of coaching. Member Meeting Sponsors have a vested interest in either the topic and/or speaker that is being featured.

The Basic Member Meeting Sponsorship Package (\$800+ HST\*) includes:

- Booth presence (supplied by sponsor)
- Distribution of brochures
- Podium Signage
- 5-minute interview with The Director of Member Meetings (Strictly focused on how organization serves our members – no direct selling)
- Opportunity to share an offer (discount, free items, etc.)
- Includes a banner on the newsletter announcement (value of \$300 + HST)
- Includes acknowledgment on website Member Meeting Page

\*Audience size is up to 50 members.

Note: Sponsorship fees will be reviewed and possibly modified for audience sizes of 50+.

#### **Procedure**

Please complete the application for sponsorship and submit it to [communications@icftoronto.com](mailto:communications@icftoronto.com). We will review your application and connect with you ASAP.

We will arrange to meet with you (Skype, face to face, telephone) to discuss possibilities given your application meets ICF Toronto's guidelines.

Final (signed) agreements will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship, partnership or related support.

The Selection of Speakers is managed separately. Specifically, Speakers must:

- Be entrenched and recognized in their area of expertise
- Serve an educational purpose
- Be interested in a branding experience versus a selling experience
- Have speaking experience
- Have written a book (preferable)
- Be willing to conduct an interview with our Director of Member Meetings

## **5. Supporting Partner Opportunities**

Supporting Partners assist ICF Toronto in advertising events (Annual Conference, PRISM Awards, Member Meetings, Workshops, etc.). Supporting Partners will only be considered if events directly support ICF Toronto's Mission and address the needs of our members. It is a reciprocal arrangement and an opportunity to grow respective memberships.

Both parties agree to:

- List event on website for a maximum of 3 months and be removed as soon as the event is over
- List link to event on Newsletter a maximum of 3 times
- Offer ICF Toronto members a (minimum) 10% discount at events
- Offer ICF Toronto members a (minimum) 10% discount on conference promotional opportunities
- Be acknowledged as a Supporting Partner on select promotions

### **Procedure**

1. If you wish to become a Supporting Partner, please send an email to [communications@icftoronto.com](mailto:communications@icftoronto.com) with a description of the event, program or product you wish to advertise. We'll review your submission and connect with you ASAP.
2. We'll confirm if the advertisement fits the Supporting Partner guidelines.
3. Final (signed) agreements will clearly itemize the needs and expectations of both parties.

## ICF Toronto Chapter: Advertising and Sponsorship Fees

### August 2018

#### Website Advertising

ICF Toronto Members: Fees are discounted by 30%

OPPORTUNITIES	AD SIZE (Pixels)	PLACEMENT JPG or PNG	3 MTHS	6 MTHS	9 MTHS	12 MTHS
Home Page <a href="http://www.icftoronto.com">www.icftoronto.com</a>	300X300 300X600	LHS (Square) LHS (Stacked)	\$525 \$1050	\$980 \$1960	\$1400 \$2800	\$1750 \$3500
Events Page <a href="http://www.gtacoaches.com/events">http://www.gtacoaches.com/events</a>	300X300 300X600	LHS (Square) LHS (Stacked)	\$280 \$560	\$490 \$980	\$700 \$1400	\$840 \$1680
Partner Events Sub Page – Reserved for Partners <a href="http://www.gtacoaches.com/Partner-Events">http://www.gtacoaches.com/Partner-Events</a>	600x700 wide	No limits on content	\$300	\$560	\$770	\$1050
Partners and Sponsors Sub Page – Reserved for Partners <a href="http://www.gtacoaches.com/partners-sponsors">http://www.gtacoaches.com/partners-sponsors</a>	600x700 wide	No limits on content	N/C	N/C	N/C	N/C

#### Newsletter Advertising

ICF Toronto Members: Fees are discounted by 50%

OPPORTUNITIES	AD SIZE (Pixels)	PLACEMENT JPG or PNG	1 MTH	2 MTHS	3 MTHS	ADV LIMITS
Newsletter Ad (Limit of 3 per newsletter)	300X300	RHS (Square)	\$75	\$120	\$180	3 Mth Series
Newsletter Banner Ad - Member Meeting Section (Limit of 1 per newsletter)	600X300	Landscape	\$100	\$190	\$270	3 Mth Series
Newsletter Banner Ad - Events Section (Limit of 1 per newsletter)	600x300	Landscape	\$100	\$190	\$270	3 Mth Series
Newsletter Advertorial – Banner + 500 Word Article Member Meeting or Events Section (Limit of 1 per newsletter)	600x300	Landscape	\$200	\$380	\$540	3 times/Year

### Member Meeting Sponsor

ICF Toronto Members: Fees are discounted by 30%

Sponsorship Package	Fee
<ul style="list-style-type: none"> <li>• Booth presence (supplied by sponsor)</li> <li>• Distribution of brochures</li> <li>• Podium Signage</li> <li>• 5-minute interview with Director, Member Meetings (strictly focused on how organization serves our members – no direct selling)</li> <li>• Opportunity to share an offer (discount, free items, etc.)</li> <li>• Includes a banner on the newsletter announcement</li> <li>• Includes acknowledgment on website Member Meeting Page</li> </ul>	\$800

### Supporting Partner

Fees are discounted by 20%

Sponsorship Package	Fee
<ul style="list-style-type: none"> <li>• Investment in a variety of advertising options (Newsletter &amp; Website)</li> <li>• Eligible to advertise on Partner Events Sub Page <a href="http://www.gtacoaches.com/Partner-Events">http://www.gtacoaches.com/Partner-Events</a></li> <li>• Showcased on Sponsors Sub Page at no charge <a href="http://www.gtacoaches.com/partners-sponsors">http://www.gtacoaches.com/partners-sponsors</a></li> <li>• Opportunity to deliver 60-90 minutes webinar to membership</li> </ul>	\$1,000+

### Note

- HST applies and is added to the rates above.
- All text is to be submitted in standard HTML format.
- ICF Toronto reserves the right to amend this pricing, guidelines and structure at any time.
- ICF Toronto Marketing and Communications Guidelines must be adhered to in all instances
- Email [communications@icftoronto.com](mailto:communications@icftoronto.com) for more information.