



Healthy Indoors Partnership (HIP)

A partnership for creating and maintaining healthier indoor environments in Canada

Dear Potential HIP Member,

Thank you for your interest in becoming a member of Healthy Indoors Partnership. Being a not-for-profit organization with a mission of improving indoor environments Canada-wide, membership and sponsorship are of the utmost importance moving forward to making a difference.

Please review the attached Membership / Sponsorship Policy, fully complete the attached application and submit it to your Proposer. The Board will make their decision at the next monthly meeting and will contact you with the results.

We look forward to your part in paving the way for the future of indoor environments in Canada!

Sincerely,

Craig Jobber
President
Healthy Indoors Partnership



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Healthy Indoors Partnership is a not-for-profit organization that catalyzes action on Canadian indoor environmental issues through multi-stakeholder collaboration. We connect people, ideas and resources from government, industry, educational/research institutions and public interest groups to collaborate on common indoor environmental issues. *Together, we are accomplishing more than any of our members could alone.*

We offer a range of opportunities for businesses, government and non-government organizations to work together, for mutual benefit, creating healthier indoor environments. We offer a range of communication vehicles for reaching consumers and industry professionals with common interests. HIP currently has a number of projects planned and we invite your organization to work with us to achieve our mutual goals.

IEQ Awareness Campaign

HIP is creating an IAQ Awareness Campaign initially targeting the Province of Ontario with a planned roll-out throughout Canada. Through the combined efforts of our members and government associates we look to develop a marketing / public relations program to educate Canadians on the current state of IEQ and how they can best improve it in their homes, school and work. The awareness campaign will specifically emphasize on health concerns, and encourage testing for potential problems. We will drive responses to our new web site which will act as a portal for information and answers to all inquiries. Through the establishment of an IEQ email list we will publish a monthly eNewsletter.

HIP Roundtable Series:

HIP has convened a number of successful national Roundtables to develop consensus documents on a number of IEQ education issues, including IAQ training and Buyer's Guides for air filtration and low chemical emissions products.

HIP is planning to convene the next Roundtable on ventilation in the Fall of 2010. It is our intent to combine the Roundtable with an IEQ Conference and Trade Show to facilitate the exchange of information and to create contacts throughout the industry.

IEQ Conference and Trade Show

HIP has planned an IEQ Trade Show, Conference, and ventilation Roundtable in the fall of 2010. This two- day event will offer many opportunities to network and educate yourself and your staff on the most up to date IEQ information delivered by leading industry and government authorities.

Webinar Education

HIP will offer to its members and the public at large an ongoing webinar-based education series to allow you, your staff, and customers an easy and affordable way to stay current on IEQ issues.



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How Your Organization Can Participate in HIP:

- **Sponsorship**
- **Membership**
- **Advisory Board Participation**
- **Program participant**

Sponsorship

HIP draws sponsors from organizations interested in the benefits of traditional membership with additional exposure within the partnership. Logo placement on HIP's website, membership directory, newsletters, membership kits and newly released reports keep your organization front and centre and within easy reach of individuals and organizations with similar interests and needs.

Platinum Sponsorship: \$10 000.00 per calendar year

Gold Sponsorship: \$ 5000.00 per calendar year

Silver Sponsorship: \$ 2000.00 per calendar year

**Increased sponsor amounts range according to logo size and placement*

Membership

HIP draws its membership from people and organizations that are interested in healthy indoor environments. Members have the opportunity to sit on our working committees and take an active role in carrying out our activities. We warmly welcome all new members. The majority of membership fees will be targeted towards an active public relations campaign in the service provider's area of business, and web presence.

Individual Membership

Benefits of individual membership include:

- A listing in our on-line Members' Directory
- Can present webinars
- Can sit on working groups
- Can elect and/or sit on the Board of Directors (after 6 months of membership)
- Voting privileges at HIP AGM's (after 6 months of membership).

Cost: \$100.00 per calendar year

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Corporate Membership

Benefits of corporate membership include:

- Use of HIP corporate member logo, and ability to say "A proud member of the *Healthy Indoors Partnership*" on your promotional materials.
- Use of HIP brochures and related documents within your corporate strategy
- Organization listed in our Web Members' Directory, with a link to your website.
- Organization mentioned in our newsletters and webinars
- Two individual memberships for staff and/or Board members of your organization. These members represent the organization at the HIP AGM and can elect and/or sit on the Board of Directors (after 6 months of membership).
- Discounts at HIP events

Cost: \$500.00 per calendar year (Business and Governments)

Please join HIP today to participate in an exciting opportunity to share, learn, and plan the future of IAQ in Canada!

"HIP - Together we are accomplishing more than any of our members could alone."



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Membership / Sponsorship Policy

The Healthy Indoors Partnership (HIP) recognizes the importance of membership / sponsorship to support the various initiatives of the organization. This policy defines the criteria that the HIP has adopted to ensure the organization's reputation and public image are positively maintained. The policy will assist the HIP's Board of Directors in determining the appropriateness of specific membership / sponsorship opportunities.

HIP defines a Member as an active participant with the benefit of using a version of the HIP logo on its own promotional materials, inclusion in the membership directory with website links, voting privileges at HIP AGMs, eligible to be elected as a board or committee member and receive discounted rates to attend HIP events.

HIP defines a Sponsor as an individual or organization which receives all the benefits of traditional HIP membership with additional exposure and logo recognition on HIP's website, membership directory, newsletters, membership kits and newly released reports.

General Requirements

HIP will be pleased to accept members / sponsors from organizations that:

- Demonstrate ethical business and advertising practices within their firms
- Are consistent with HIP's requirements for use of its name and /or logo
- Are consistent with the mission of HIP

HIP will not accept applications from individuals or organizations that:

- Promote religious or political messages
- Promote a political party or election candidate
- Promote alcohol or tobacco use



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Process

1. Prospective applicants must be proposed and seconded by two current HIP members.
2. The applicant must submit HIP's application form which requires three business references, payment and a description of their organization's *bone fide* interest in improving indoor environment quality (i.e. products, services or other contributing factors).
3. The applicant's documents are to be reviewed and approved by the HIP's Board of Directors at a subsequent meeting for approval.
4. If approved by the Board as a *bone fide* member the newly accepted member / sponsor may acknowledge in its promotional materials and activities that it is a member of HIP and may participate in promotional opportunities organized by HIP. The newly accepted member / sponsor may NOT directly associate HIP with any particular products or services offered and sponsorship of HIP does not constitute endorsement of a sponsor's products or services.
5. HIP membership / sponsorship will be reviewed on an annual basis. The HIP Board of Directors reserves the right to terminate membership at any time.

Healthy Indoors Partnership Logo

Healthy Indoors Partnership is a multi-sectored organization which includes industry, government and NGO's within its membership. One of the goals of HIP is to promote HIP values, and to increase awareness of HIP to all Canadians. We look to all of our members to assist HIP in reaching this goal by proudly including the HIP logo in most or all of its marketing to better build our brand and to increase consumer awareness.

1. Membership or sponsorship within Healthy Indoors Partnership will allow for the use of the HIP logo by the member companies within their advertising, which will be reviewed on an ongoing basis to ensure conformation to HIP policy. The use of the logo signifies a membership within HIP, and adherence to all HIP policies and standards, and does in no way infer an endorsement by HIP or any other member organizations, of the advertising company's services or products.
2. Members of HIP, when using the logo may include the words: "Proudly associated with", or "Associated with HIP".
3. HIP will include on its own marketing pieces wording which will state: "Members of Healthy Indoors Partnership adhere to all policies of the organization, and HIP membership does not endorse or promote any members products or services".



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MEMBERSHIP / SPONSORSHIP APPLICATION

Name: _____ Company: _____

Address: _____ Position: _____

_____ Email: _____

Phone: _____ Website: _____

Fax: _____ Years in business: _____

Business Description: _____

Business References:

(1) Company: _____ Contact: _____

Phone: _____ Email: _____

(2) Company: _____ Contact: _____

Phone: _____ Email: _____

(3) Company: _____ Contact: _____

Phone: _____ Email: _____

Membership: Individual \$100 Corporate \$500 **Sponsorship:** Silver \$2,000 Gold \$5,000 Platinum \$10,000

Describe your interest in improving IEQ in Canada (i.e. products, services or other contributing factors):

I have read, understand and agree to abide by the HIP Membership / Sponsorship Policy.

_____ & _____ Dated _____

Signed _____ Print _____

