



# 2020 Host Site Participation Agreement

## *Section 1 – History and Purpose*

Hike for Hospice Palliative Care, as an annual event of the Canadian Hospice Palliative Care Association (CHPCA) was established in 2003. In creating this national event, the CHPCA used the very successful model developed by the British Columbia Hospice Palliative Care Association (BCHPCA). At the request of the provincial hospice palliative care associations and with the permission of the BCHPCA, the CHPCA assumed the coordination of this event and the national Hike for Hospice Palliative Care was born.

This national event brings together local Host Sites into one unifying voice. This is achieved by:

1. Sustaining Hike for Hospice Palliative Care by securing financial resources to coordinate the national event;
2. Arranging for national marketing materials for use by local Host Sites;
3. Increasing the profile and revenue-generating capacity of local Host Sites;
4. Promoting public awareness of the Hike for Hospice Palliative Care event.

In 2014 the Canadian Hospice Palliative Care Association registered the Hike for Hospice Palliative Care name and logo as a Trademark in an effort to maintain consistency for the Hike for Hospice Palliative Care brand. The CHPCA currently holds the common law usage rights to the name and logo of the Hike for Hospice Palliative Care. Any unauthorized use of the name and logo is prohibited, including but not limited to:

- Modifying or altering the logo, including changing colours, shape, proportions of any elements of the logo;
- Modifying or altering the name in any way, including using a name with similar sound or meaning as Hike for Hospice Palliative Care;
- Omitting to use logo without Hike for Hospice Palliative Care name unless otherwise specified;
- Assigning alternative logos to the Hike for Hospice Palliative Care brand.

Any unapproved use of the Hike for Hospice Palliative Care name or logo will be in violation of the Trademark and individuals or organizations in violation will be asked to cease immediately. Any individual or organization who continues in violation will run the risk of having their participation as a Hike Site discontinued until necessary steps to come into compliance are made.

## ***Section 2 – Hike for Hospice Palliative Care – Event Objectives***

1. To maximize the profile of local events held in communities across Canada

The CHPCA agrees to fulfill event objectives by:

- a. Creating a comprehensive marketing campaign (poster, registration package, and website) to give national profile to local Host Sites;
- b. Developing national marketing materials suitable for use at the local level and distributing them to local Host Site Coordinators in a timely manner;
- c. Providing standardized materials for local Hike for Hospice Palliative Care host sites in an online format in a timely manner;
- d. Contracting-out national promotional materials in a timely manner;
- e. Providing support to the local site organizers of Hike for Hospice Palliative Care.

The Host Site Organization agrees to fulfill event objectives by:

- a. Using the national marketing materials for promotion of local hikes;
- b. Increasing the revenue-generating capacity of local hikes by:
  - a. Educating Canadians on the need to collect pledges or sponsor a participant in their local Hike for Hospice Palliative Care;
  - b. Reducing the marketing cost for local Host Site Organizations through using national promotional materials produced by CHPCA;
- c. Providing support to local participants (hikers and donors) of Hike for Hospice Palliative Care.
- d. Honoring national sponsors logos with placement on all promotional materials not created by the CHPCA.

The CHPCA and Host Site Organizations both agree to fulfill event objectives by:

- a. Establishing the event as Canada's premier coast-to-coast hospice palliative care fundraising initiative;
- b. Generating media interest in the event, thereby increasing public awareness of the event and encouraging broader public participation in local hikes.

2. To promote public awareness of Hike for Hospice Palliative Care in Canada by:

- a. The CHPCA coordinating national media release;

- b. The Host Site Organization coordinating local media coverage;
- c. Offering Canadians an easy way to help support the hospice palliative care services in their community;
- d. Demonstrating Canadian's compassion and support for those facing end-of-life decisions;
- e. Enhancing the national voice of Canada's community-based hospice palliative care movement.

### ***Section 3 – Guiding Principles***

1. The Hike for Hospice Palliative Care event is national in scope and bilingual in execution.
2. The Hike for Hospice Palliative Care event complements and supports local events across Canada.
3. All revenues generated at the local level remain at the local level.
4. The Hike for Hospice Palliative Care event is held on the first Sunday of May as a means to create a national one day movement of champions who are gathering across Canada in support of hospice palliative care (limited exemptions may be granted by CHPCA's Hike Coordinator for sites who wish to hold their hike on alternative days in May).

### ***Section 4 – Hike for Hospice Palliative Care – Structure***

Hike for Hospice Palliative Care is operated as a project of the CHPCA. The CHPCA assumes all financial responsibility for the national components of this project.

To develop and manage Hike for Hospice Palliative Care, the CHPCA has hired a Project Coordinator to:

- Develop and implement the project's marketing, promotional and media campaigns.
- Serve as a resource person for coordinators of local Host Sites.

### ***Section 5 – Host Site Participation Criteria***

Organizations interested in becoming a Host Site for Hike for Hospice Palliative Care must meet all of the following criteria:

1. The organization is a member of the CHPCA, OR, the organization provides programs or services in hospice palliative care and is able to demonstrate that all profits generated through Hike for Hospice Palliative Care will be used to support these programs and services.
2. The organization is a registered charity as defined by Canada Revenue Agency, a non-profit organization, a non-governmental organization or government organization such as a public health department.
3. The organization provides the CHPCA with audited financial statements for its most recent fiscal year upon request.

4. The organization provides the CHPCA with proof of liability insurance coverage for the Hike for Hospice Palliative Care event, naming the Canadian Hospice Palliative Care Association as a protected party against any and all present or future legal action.
5. The organization does not knowingly compete with an existing Hike for Hospice Palliative Care walk within its local area. Where more than one organization within the same local area chooses to host the immediate event, these organizations are encouraged to work in partnership.
6. The organization has agreed to the 2020 Host Site Participation Agreement upon signing up to become a host site and has provided all required documentation to the CHPCA.

## ***Section 6 – Host Site Participant – Terms of Agreement***

### 1. Definitions

A Host Site Organization, as outlined below, participates in all aspects of the Hike for Hospice Palliative Care project, including use of national campaign materials, and national sponsor recognition, or submission of alternate materials to the CHPCA for approval.

### 2. Terms of Agreement for Host Site Participants

The Hike for Hospice Palliative Care Host Site Organization agrees to:

- Use national campaign materials, which may include:
  - National posters
  - National registration packages
  - National Hike for Hospice Palliative Care T-shirts
- Participate in the annual post-Hike evaluation process.
- Respond to national project information for the CHPCA Project Coordinator requests in a timely fashion.
- Be aware of and comply with all municipal and provincial laws governing special events such as Hike for Hospice Palliative Care.
- Provide the CHPCA with proof of liability insurance coverage for the Hike for Hospice Palliative Care event, naming the Canadian Hospice Palliative Care Association as a protected party against any and all present or future legal action.
- Provide support to local participants (hikers and donors).
- Provide feedback to the annual data analysis distributed by the CHPCA within two weeks of distribution.
- Abide by all other terms set out in this agreement.

The Canadian Hospice Palliative Care Association agrees to:

- Coordinate the annual Hike for Hospice Palliative Care event.
- Produce and distribute national campaign materials in a timely fashion, whenever possible, within 3 months of date of event.

- Develop and implement an annual data gathering and analysis process of the Hike for Hospice Palliative Care.
- Produce and distribute an annual evaluation report containing:
  - National statistics on registered walkers and revenue raised from participating organizations
  - Recommendations for future campaigns which result from the annual Hike for Hospice Palliative Care evaluation process
- Create and manage a social media campaign.

## ***Section 7 – National Campaign Materials***

The Canadian Hospice Palliative Care Association will arrange for the production of national campaign materials.

Trademark / Ownership of the Hike for Hospice Palliative Care - Name, Logo, Tag-Line and nationally produced materials rests exclusively with the Canadian Hospice Palliative Care Association.

The Hike for Hospice Palliative Care - Name, Logo, Tag-Line and national campaign materials are for the exclusive use of registered Host Sites.

Use of the National Campaign Materials the Hike for Hospice Palliative Care Host Site Organization agrees to:

1. Use and not substitute national campaign materials.
2. Augment and build on national campaign materials in a way that does not compete with or diminish the exposure and integrity of national campaign materials.
3. Use all national logos for the Hike for Hospice Palliative Care as provided and outlines in the stipulations below.
4. Use all national sponsors' logos as provided.

Hike for Hospice Palliative Care Creative Standard

1. The Logo consists of a blue oval with a walker and green path insert.
2. The Logo and Tag-Line must be used “as is” or “as provided”.
3. If the Logo is to be increased in size, it must be done so in the same proportions provided in the graphic image.

CHPCA Logos and National sponsors must be recognized on all locally produced materials, including:

- Items of clothing provided to volunteers and hikers (hats, bandanas, pinafores, race bibs, etc.)
- Gift items (Water bottles, magnets, bags, etc)
- All promotional materials not produced by the CHPCA (posters, flyers, brochures, inserts, advertisements, etc.)

- Websites, including Social Media sites
- All other printed and on-line materials not mentioned above.

### ***Section 8 – Hike for Hospice Palliative Care Event Date***

The Hike for Hospice Palliative Care event date is scheduled to occur on the first Sunday in May to coincide with the National Hospice Palliative Care Week. Hike sites must agree to hold their hike on this day (limited exemptions may be granted by CHPCA's Hike Coordinator for sites who wish to hold their hike on alternative days in May). Hike sites holding unapproved Hikes will be in violation of the terms of agreement and will be asked to withdraw from hosting a Hike for Hospice Palliative Care.