

EDA PARTNERSHIP POLICY

For a successful partnership to work, both parties must find value.

If a third-party vendor is interested in partnering with EDA in a non-exclusive relationship, the following criteria should be considered by Administration before entering an agreement:

- Expectations: What duties/responsibilities are both parties expected to perform?
- Benefits: Why does this partnership exist? What are the potential benefits of this partnership to EDA (eg. Awareness, membership growth, revenue diversification etc.)?
- Brand impact: Does this enhance or maintain EDA's positive brand in the market?
- Communication: What is the relationship between the vendor and EDA? How does communication take place within the partnership? What types of communication exist and how often? In what ways are both parties held accountable for their responsibilities of the partnership?
- Resources: What internal resources will be required to maintain the partnership (eg. Human, financial)?
- Value: What is the value (i.e. financial, academic) of this partnership over time? How does the partnership support annual and future organizational goals?
- Length of time: Each agreement will have a specified start and end date, with potential to renew based on positive performance.
- Evaluation: Each partnership should be reviewed periodically to ensure expectations are being met, benefits and value derived, and potential areas of growth are explored.

Note: If a vendor wishes to pursue an exclusive relationship with EDA, Administration will provide a recommendation to the board based on the above criteria for consideration and decision.

Approved by the Board October 29, 2020