



AIR CADET LEAGUE OF CANADA

The “League” in League /Industry Partnerships

Statement of principle:

The various aviation and aerospace associations and corporations, with which the League has established MOUs/LOAs over the past number of years, have willingly entered these agreements as “good corporate citizens” with the reasonable expectation that they will receive some form of concomitant public recognition acknowledging their generous support of the Air Cadet Movement.

Consequently, accepting any support that flows from these partnership agreements at the National/Regional/Provincial Committee/local squadron levels obliges the League to fulfill its part of the understanding by ensuring that our corporate partners receive the appropriate public recognition they deserve. A chronic failure of the League to honour its part of the bargain and provide this type of exposure will cause our partners to legitimately question the League’s commitment to the partnership and will ultimately have a deleterious effect on the future success of these MOUs/LOAs

Therefore, if the League wishes to continue to receive the benefits provided by these agreements, the onus is on each corresponding League level to institute a process that ensures that the attendant responsibility of public recognition is properly met.

The following are some suggested means of providing this recognition:

- Forward letters and pictures thanking partners for their support.
- Provide news releases and pictures to community newspapers, corporate partners’ company newsletter / website, aviation / aerospace associations’ newsletters / websites, and RCSU websites.
- Post pictures and news releases on the League’s National/Provincial Committees and squadrons’ websites.
- Write articles for Cadence, and other relevant publications, and
- Invite industry representatives to attend National/Provincial Committee AGMs and SAMs, and squadron ACRs