

## Policy: CAWM Professional Membership

*Approved by the Board: January 13, 2025*

### **Intent**

CAWM's Professional Member Program provides a mechanism for businesses and not-for-profit organizations that have ties to the Canadian wilderness community (hereafter called "organizations") to engage with CAWM, and its members. As a Professional Member, organizations are able to connect with CAWM members and raise awareness of the activities and services they offer.

The Professional Membership Program is intended to establish a commercial relationship between CAWM and the organizations that become Professional Members. Professional Membership does **not** confer any membership benefits as defined by the CAWM By-Laws.

### **Eligibility**

Any organization may purchase a CAWM Professional Membership. Professional Memberships are not available to individuals.

### **Cost**

The cost for a 12-month Professional Membership shall be set by the CAWM Board of Directors.

### **Benefits**

CAWM Professional Members are entitled to the following benefits while their Professional Membership remains active:

- Ability to use the "CAWM Professional Member" designation, and post the CAWM Professional Member logo on their website and promotional materials
- Listed as a "CAWM Professional Member" on the CAWM website
- 50% discount on an annual CAWM membership for up to 10 individuals associated with the organization
- Discounted registration to CAWM's annual fall conference for up to 2 individuals associated with the organization. *The specific discount will be set on an annual basis by the CAWM Board of Directors.*
- Discounted rate for a Vendor Table at CAWM's annual fall conference (available on a first come-first serve basis)
- Entitled to have one announcement per year included in the CAWM Newsletter\*
- Entitled to have one announcement per year shared on CAWM's social media platforms\*
- Entitled to have events posted on the CAWM website under the Calendar\*
- Entitled to preferred display positioning on the Job Postings website page\*
- Will receive preferred access in consideration for partnered CAWM events

\*All announcements and event information shared by CAWM on behalf of a Professional Member will be accompanied by a disclaimer that indicates that the posting is from a CAWM Professional Member, and that CAWM does not endorse the content of the announcement. CAWM retains the right not to publish any announcements which do not align with CAWM's mission and values.

Once an organization's Professional Membership has expired, the organization must stop using any reference to their organization being a CAWM Professional Member.

### **Early Cancellation of Professional Membership**

An organization's Professional Membership may be terminated at any time by the CAWM Board of Directors if the Board determines that the organization has acted in a manner that has, or could, reflect poorly on CAWM. In terminating a Professional Membership, the Board will decide whether CAWM will refund the organization any of the Professional Membership Fees for the year.