

 SPONSORSHIP COMMITTEE POLICY	Policy Name: In-Kind Contribution	Policy Number SC-1	Page: 1 of 2
Issued By: Sponsorship Committee Date: December 7, 2023			
Reviewed By: MHJA Board of Directors Date: October 7, 2025			

Definition:

In-kind sponsorship (or gift-in-kind) is a type of sponsorship where a business or individual agrees to provide goods or services as a value-in-kind towards sponsorship.

Sponsors may also choose to provide combination of in-kind and financial support.

In-kind sponsorships benefit MHJA by allowing financial resources to be reallocated for other purchases, allowing the association to get more with less.

In-Kind Sponsorship Inclusions:

In-kind sponsorship contributions include nonmonetary resources that individuals or business donate to the association to support day to day board operations, athletic development, equipment maintenance, Hunter Jumper shows, etc.

In-Kind Sponsorship Exclusions:

- External grants from Government or Foundations.
- Sponsors may not use in-kind contributions for both sponsorship and volunteer hours requirements for MHJA.

Provisions of discount codes and coupons towards product purchases will be considered a bronze sponsorship regardless of the coupon value.

Valuation of Eligible In-Kind Contributions:

In-kind contributions will be recognized at 80% of market value. Market value is determined based on what MHJA would have paid for the goods provided. It is the responsibility of the Sponsorship Committee to determine if the reported market value for all items and services involved in the in-kind contribution is reasonable.

Examples of In-Kind Sponsorship Contributions:

- Hourly wages for services provided (Stewarts, Judges, Grooming Rings, Jump Construction, Transporting Equipment, etc.)
- Facility rental fees/Use of Facility/Storage
- Equipment, materials, prizes, and supplies

In cases where the value of an in-kind contribution is challenging to determine consultation with the MHJA Board Executive will be made.