



SPONSORSHIP POLICY

Policy number	1.03	Version	1.1
Drafted by	M.Kruck	Approved by Committee	05 Aug 2019
Responsible person	D.Manning	Scheduled review date	30 Nov 2022

INTRODUCTION

The Management Committee of SLNC is committed to ensuring that its financial arrangements are carried out in an ethical manner.

PURPOSE

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between SLNC and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of SLNC while at the same time generate additional revenues to support SLNC's mission and mandate.

Sponsorships are different to funding grants, as the former revolves around the development of mutually beneficial partnerships, and the latter more related to simple purchase of products, activities and environmental outcomes and SLNC's name and brand is not directly linked to the funders.

POLICY

The fundamental principles that shape SLNC's relationships with sponsors are:

1. Sponsorship of SLNC or of any symposium, project, program or event held by SLNC, will not entitle any sponsor to influence any decision of the organisation.
2. SLNC will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of SLNC or adversely impact upon SLNC's standing and reputation in the community. All such sponsorships (e.g. [tobacco/alcohol/gambling/etc.]) are prohibited. If a sponsor's products work against SLNC's aims (e.g. unhealthy food for a health or fitness organisation) the sponsorship is prohibited.
3. SLNC will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing SLNC policies.

AUTHORISATION

Signature of Secretary

Date of Approval by Committee

Springfield Lake Nature Care Inc (SLNC)


05 / AUG / 2019





SPONSORSHIP PROCEDURES

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RESPONSIBILITIES

The Management committee is responsible for the development and review of this policy.

All committee members, SLNC members, contractors and volunteers are responsible for adhering to this policy.

PROCEDURES

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving SLNC must be identified and recorded for information purposes to encourage open approach to revenue generation.

Naming rights associated with any sponsorship must be approved by the Committee members.

Sponsorship over \$500 will be embodied in written contractual agreements between SLNC and the sponsorship partner (See Appendix A).

RELATED DOCUMENTS

- [Fundraising Policy](#)
- [Sponsorship Policy](#)

AUTHORISATION

Signature of President

Name of President

Date:


Luise Manning
05 / AUG / 2019

APPENDIX A

SPONSORSHIP CONTRACTS/LETTERS OF AGREEMENT GUIDELINES

Sponsorship contracts and letters of agreement involving SLNC must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** the dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of the SLNC's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: *"Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party."* The accepted use of the SLNC's word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity:** SLNC may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"SLNC agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."*
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: *"Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful within a reasonable time, either party may notify the other of breach of contract in writing. Such notification will require rectification within 14 days. If the breach is not rectified within that time then the non-breaching party may terminate the contract by written notice."*

9. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure SLNC reserves the right to cancel the sponsorship should circumstances dictate; for example: *“When circumstances beyond the control of SLNC force the cancellation or substitution of a sponsored event or project, SLNC reserves the right to cancel without finding itself financially liable or in breach of contract.”* If it is intended that SLNC be entitled to retain any sponsorship funds already paid then this should be specified in the contract.
10. **Right to Cancel Sponsorship for Reputational Reasons:** The contract shall ensure SLNC reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in SLNC’s reasonable opinion, that the continued association of the sponsor with SLNC may cause SLNC to become subject to criticism or otherwise held in disrepute.