Sample Sponsorship Policy

Introduction

The Committee of [Name of Organisation] 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 [Name of Organisation] 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 [Name of Organisation] while at the same time generate additional revenues to support [Name of Organisation]'s mission and mandate.

Policy

The fundamental principles that shape [Name of Organisation]’s relationships with sponsors are:

1. Sponsorship of [Name of Organisation] or of any symposium, project, program or event held by [Name of Organisation], will not entitle any sponsor to influence any decision of the organisation.
2. [Name of Organisation] 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 [Name of Organisation] or adversely impact upon [Name of Organisation]'s standing and reputation in the community. If a sponsor’s products work against [Name of Organisations]’s aims (e.g. unhealthy food for a health or fitness organisation) the sponsorship is prohibited.
3. [Name of Organisation] 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 [Name of Organisation] policies.

Responsibilities

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

All committee members, casual, permanent and contract staff 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 [Name of Organisation] must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

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

Sponsorship over $500 will be embodied in written contractual agreements between [Name of Organisation] and the sponsorship partner.