

## **NAME OF POLICY: Sponsorship**

### **RATIONALE**

NMMLL is committed to a well-governed, well-managed and appropriately resourced organisation that can continue to serve the local community. To do this it is necessary to source alternative and additional funding avenues. With this aim, this policy sets out the broad guidelines for any sponsorship relationship.

### **PRINCIPLES**

#### **Nature and principles of a sponsorship relationship**

- It is necessary early in any negotiations to establish whether the contribution is a donation or a sponsorship. An agreement is not required for one-off donations, not exceeding the value of \$200, that do not involve an ongoing commitment. All donations however will be acknowledged in promotional material.
- It is important that all negotiations are transparent.
- A sponsorship would normally be, in part at least, to fund a specific activity, program, publication etc. and there would be specific arrangements about acknowledgment, promotion, signage etc.
- The relationship between NMMLL and any sponsor will be characterised by benefits to both organisations, within a set of principles, which protect the integrity of NMMLL.
- Any sponsorship should enhance NMMLL's capacity to pursue its objectives.
- No sponsorship should adversely affect NMMLL's independence, advocacy roles or organisational management

#### **Aims and benefits for NMMLL**

- Increased income support and increased independence from government funds.
- Increased engagement and credibility within the local business sector
- Possibility of access to other resources, contacts, data, networks etc of the business partner
- Possibility of increased public profile
- Possibility of new or increased services

#### **Benefits to the business sponsor**

- A relationship with a well-respected local community organisation

- Possible media exposure where agreed with clear limitations as negotiated and appropriate.
- Demonstration of their community spirit and citizenship
- Possible joint activities to agreed objectives

**Limitations**

Funds will always be raised in an ethical manner through activities and sponsorship that are consistent with the mission of the organisation.

NMLL will take into account:

- that the requirements of the possible sponsor will not compromise the objectives of NMLL
- that any requirements will not present NMLL or its service users in a negative way
- that there be a two-way link with logos etc. within guidelines clearly stated in the agreement.
- Protection of the intellectual property of NMLL
- Identification of specific or categories of business for which a sponsorship relationship would not be agreed.
- Other issues relevant in a particular case

**Sponsorship rights**

The relationship negotiated will set out clearly the rights of the sponsor. These would be in the form of a written agreement, signed by both parties before commencement. These would be negotiated and would be influenced by the extent of the sponsorship, whether it was tied to a specific project or untied ie general operational costs, or goods, or services.

They may include:

- agreed signage/acknowledgment, - framed certificate displayed prominently
- opportunity to present paper/speech at AGM or other public event
- acknowledgment in our publications and other external communication
- various forms of exposure for initiatives that the sponsor supports
- partners in a fund raising event

**Sponsorship obligations**

The written agreement will need to clarify how much is to be contributed, and for what period, when it will be paid, and other specific terms which have been agreed. It will also cover the need for the sponsor to abide by the limitation agreed.

**RELATED DOCUMENTS**

See: Sponsorship Request Procedure

<b>CHANGE HISTORY</b>	<b>Initial approval date:</b>
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