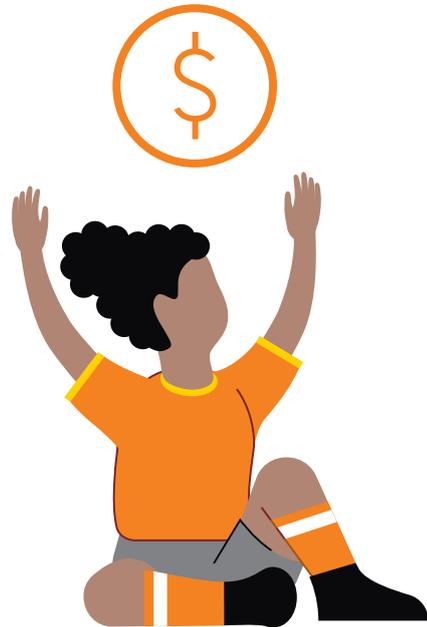


POLICY 13

Name of organisation:

Sponsorship and Donations Policy



Commitment to Te Tiriti o Waitangi

(insert name of organisation) recognises Te Tiriti o Waitangi as Aotearoa New Zealand's founding document.

(insert name of organisation) is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

Values

(insert name of organisation) aims to provide a safe, inclusive and enjoyable environment for everyone involved in its activities.

(insert name of organisation) recognises resources are critical to keep us running, but we place a high value on the integrity of our people.

We will give careful consideration as to the type of sponsorship agreements we enter. We will ensure at all times the integrity of our people is at the forefront of every decision we make and agreements we enter.

Purpose

This policy will:

- provide guidelines for the

(sponsorship team/individual) managing sponsorship and donations to

(insert name of organisation)

- provide guidelines for individual participants and their agents when seeking sponsorship and donations to assist them in the pursuit of the activity/sport.

Application

This policy applies to everyone who has responsibility for managing sponsorship and donations for

(insert name of organisation) or for an individual, participants, group or team within

(insert name of organisation).

What is sponsorship?

Sponsorship is where a person or organisation (sponsor) offers to give support to another person or organisation. The support might be in the form of money, product, services, koha or a combination.

In return the sponsor will often expect some sort of benefit or rights in relation to the person or organisation receiving the sponsorship, which will often help the sponsor commercially. For example, a hockey sports shop may sell equipment to members, supporters and participants of the hockey club at a set discount rate in exchange for the right to have an advertising hoarding on the hockey turf, attracting new customers. [Adapt the example to suit your activity/sport.]

In a sponsorship relationship there is usually an expectation of an ongoing relationship, unless the sponsorship is a limited arrangement.

What are donations?

A donation is different from sponsorship. Someone (a donor) will give money or products to another person or organisation. It is usually a one-off payment with no expectation of an ongoing relationship.

A donation does not necessarily require any action by the person or organisation receiving the donation.

Sometimes, as a fundraising activity, a club might offer something in exchange for a one-off donation. For example, a club that is building a spectator stadium will offer donors the right to name a seat if they donate a set amount.

Obligations

Obligations of the

(sponsorship team/individual).

When entering negotiations with a potential sponsor the

(sponsorship team/individual) will have a clear understanding of their authority to act on behalf of

(insert name of organisation)

from the

(lead/management committee).

(sponsorship team/individual) managing sponsorship agreements and donations will be transparent, independent, and responsible in their process and the decisions they make when entering agreements for sponsorship or accepting donations on behalf of

(insert name of organisation).

Before finalising a sponsorship agreement, the

(sponsorship team/individual) will present the proposed agreement to the

(lead/management committee) for approval.

(sponsorship team/individual) will respect the integrity and mana of the sponsor and act transparently, responsibly and with integrity in their dealings with the sponsor.

(sponsorship team/individual) will protect the interests and reputation of the participants, volunteers, supporters and

(sponsorship team/individual).

(sponsorship team/individual) will not enter into any relationship or agreement with a sponsor or a donor that will harm the reputation and integrity of the participants, volunteers and supporters of

(insert name of organisation), and

(insert name of organisation), itself.

In considering a sponsorship agreement or donation the

(sponsorship team/individual) will check:

- Is the sponsor or donor a good fit with

(insert name of organisation) considering the diversity of our people and the special care we give our children and young people?

- Would a relationship with the sponsor or donor harm our people, the sport or

(insert name of organisation)?

For more information on the sponsorship process see the Sport NZ website: <https://sportnz.org.nz/resources/fundraising-and-sponsorship/>

Form of agreement

All sponsorship agreements are to be in writing.

Where a donation is received and

(insert name of organisation) is going to provide something to the donor in exchange, such as a named seat, the agreement should be in writing.

The sponsorship or donor agreement should clearly set out all matters agreed by the sponsor or donor and

(insert name of organisation). For example, the amount to be paid, payment dates, services to be provided, other benefits to be provided and obligations of each party.

The sponsorship agreement should record how long it will operate for.

Sponsorship and donor agreements should be signed by the parties.

A sample sponsorship agreement can be found here <https://sportnz.org.nz/resources/fundraising-and-sponsorship/>. It is a basic form agreement. You will need to adapt it to record what you have agreed. If the relationship or sponsorship is complex, we recommend you get legal advice.

Be transparent

(sponsorship team/individual) will inform participants, members and supporters of

(insert name of organisation) of all sponsorship agreements reached and donations received in writing. For example, include them in a monthly newsletter, on the

(insert name of organisation) website, or a team handout.

(sponsorship team/individual) will give the participants, members and supporters of

(insert name of organisation) details of anything they will be asked to do in consideration of the sponsorship agreement or donation. For example, to wear caps with the sponsor's corporate logo.

Consider having a launch event to which participants, members, supporters and the sponsor are invited to present the new relationship and the details of it.

The aim is for everyone to have a clear understanding of obligations, expectations and benefits of a sponsorship or donor agreement.

(sponsorship team/individual) negotiating a sponsorship agreement or donation should not expect or request a financial benefit themselves (a "kick-back"). If any benefit is intended or received it must be disclosed to

(insert name of organisation) and the people involved in the sponsorship or donation arrangement.



Level 1, Harbour City Centre
29 Brandon Street
Wellington 6011, New Zealand
PO Box 2251 Wellington 6140
Phone: +64 4 472 8058

sportnz.org.nz

New Zealand Government

October 2020