



Sponsorship Policy

1. Purpose and Scope

This policy provides guidelines to Board Members, volunteers and staff of Taillem Bend Community Centre Inc. (TBCC) when seeking sponsorship and donations.

2. Definitions

- 2.1. Best Fit - In the context of community business partnerships, best fit (or "finding best fit") means the ability for a business or community group to work through the process to narrow down and then find the community business partner that is most suitable for them.
- 2.2. Donation or Gift - A contribution that comes with no obligations or expectations of reciprocity attached to it.
- 2.3. Collaborative Action – Where organisations join together to form a partnership for mutual benefit.
- 2.4. Community Business Partnership: As defined by the Prime Minister's Community Business Partnership (CBP), is: "*Partnerships are collaborative, long-term relationships between businesses and community service organisations. Partnerships can comprise large, medium or small business, teamed with large, medium or small community organisations. They are innovative and flexible ways to bring mutual benefits to both partners.*"
- 2.5. In-kind Donations - The donation of goods, services or resources instead of money.
- 2.6. Naming rights - The exclusive naming right for a room, building or event.
- 2.7. Partnership - According to the Prince of Wales Business Leadership Forum, a partnership is a "*cross-sector alliance in which individuals, groups and organisations agree to work together to fulfill an obligation or undertake a specific task, share the burdens as well as the benefits and review the relationship regularly, revising the agreement regularly.*"
- 2.8. Sponsorship - The negotiated provision of funds, goods or services in exchange for advertising, publicity or other benefits.

3. Background

TBCC has the potential to work collaboratively with the business community and other not for profit organisations for mutual benefit. Whilst TBCC appreciates donations, sponsorship and in kind assistance, it is of prime importance that potential agreements are thoroughly considered to ensure that there is no conflict with TBCC philosophy, mission and objectives.

N.B. These guidelines should be read in conjunction with TBCC vision, mission and objectives.

4. Policy

TBCC will only seek and/or accept donations and sponsorships where:

- 4.1 The public image, products or services of the relevant organisation are consistent with the values and ethos of TBCC as outlined in background section.
- 4.2 Participation does not generate pressure on members to purchase goods or services or to adopt any particular beliefs, attitudes or courses of action as may be promoted by the donor or sponsor.
- 4.3 There is no requirement for staff to promote a product, business or company on their person.

- 4.4 The funds, goods or services benefit the members of TBCC and are socially and environmentally appropriate.

Donations and Gifts:

Donations and gifts are not subject to GST.

Acknowledgment of this form of support will be limited to:

- a) Providing each donor with a letter of thanks.
- b) Make mention in a single newsletter any gifts or donations greater than \$20.00

The decision to accept a donation or gift from a commercial entity is the responsibility of the CEO but may be referred to the Board of TBCC if such a decision appears contentious.

Sponsorship:

Sponsorship is not exempt from GST.

All sponsorship agreements must be presented to the TBCC Board for approval.

In reaching its decision TBCC Inc. shall ascertain and have regard to:

- The business background of the proposed sponsor.
- Full details of the goods or services on offer.
- Full details of any expectations from TBCC and/or its members.
- The precise nature and extent of the net benefit to TBCC.
- The impact such an arrangement may have on member/partner perceptions of TBCC.
- Implications for future funding.

Sponsorship Guidelines in Practice

Sponsorship negotiations will be based on the following levels, where there are gains for both TBCC and the business or enterprise providing support.

Levels of sponsorship: (Conference example)

Gold Sponsorship: This shall be for a payment of \$1000


In return TBCC may offer:

- (1) Signage/banners/static display provided by the sponsor at a TBCC event.
- (2) A link to the sponsor's web page and/or an advertisement on the TBCC web page.
- (3) An advertisement in the TBCC newsletter (4 editions)
- (4) A Business Certificate of Appreciation.
- (5) Limited space provided for logo on any conference promotional material.
- (6) Free lunch and refreshments at Golden Oldies Luncheons

Silver Sponsorship: This shall be for a payment of \$500

In the return TBCC may offer:

- (1) Promotional space (1.5 or 1.8 metre trestle table and 2 chairs) at a TBCC event.
- (2) A Business Certificate of Appreciation.

Date first formulated	December 2015 (<i>Previously called Policy And Guidelines For Accepting Donations And Sponsorships V1 adopted by board 14/02/08</i>)	
Dates approved by Board	V1 V2 V3	June 2016 Feb 2018 May 2019
Next Review Date	June 2021	
Related Documents	Finance Policy Sponsorship agreements/ Memorandums of Understanding Sponsorship Procedures Strategic Plan TBCC vision, mission and objectives	
Legislation		
Signed on behalf of TBCC Board of Management by:		
Name: Jack Hunt		
Position held: Chairperson		
		Signature: 
		10 May 2019