



SPONSORSHIP POLICY AND PROCEDURE

Responsible Officer	Executive Manager: Community Engagement.
Approved by	Chairman
Review by	Executive Manager: Community Engagement
Last Reviewed	12/07/2015
Next Reviewed	31 /01/2017
Approved and commenced	12/07/2015

INTRODUCTION

The Board of Community Veracity 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 Community Veracity 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 Community Veracity while at the same time generate additional revenues to support Community Veracity's mission and mandate.

POLICY

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

1. Sponsorship of Community Veracity or of any symposium, project, program or event held by Community Veracity, will not entitle any sponsor to influence any decision of the organisation.
2. Community Veracity 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 Community Veracity or adversely impact upon Community Veracity's standing and reputation in the community. All [tobacco/alcohol/gambling/etc.] sponsorships are prohibited. If a sponsor's products work against Community Veracity's aims (e.g. unhealthy food for a health or fitness organisation) the sponsorship is prohibited.
3. Community Veracity 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 Community Veracity policies.



RESPONSIBILITIES

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

All Board 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 Community Veracity 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 Board.

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