



SPONSORSHIP POLICY

This document has been developed as a guideline for Chamber executive committee and members to take into consideration when actively seeking support and sponsorship for any Chamber sanctioned activities.

Introduction

Sponsors are vital to the success of the Chamber as it is a not for profit organisation. The main source of income for the Chamber is memberships and sponsorships. Sponsorship will help the Chamber's lobbying and advocacy activities at all levels and it will also ensure that the organisation continues to grow and develop.

This policy has been developed to ensure that the Gunnedah Chamber of Commerce responds in a consistent and ethical way when seeking and accepting sponsorships. It recommends that the Chamber methodically approaches sponsorships by identifying potential opportunities, assessing the selection criteria, presenting the information to the committee of the Chamber for acceptance, formally confirming arrangements and monitoring and evaluating partnerships to maximise benefits.

This policy provides a framework to ensure compliance with basic principles established and agreed upon by the Chamber to assess sponsorship proposals.

Definition of Sponsorship

Sponsorship is a contribution in money or in kind, generally by the corporate sector or private individuals, in support of an organisation or activity. It does not include the selling of advertising space, joint ventures, consultancies and gifts or donations when the reciprocal benefit provided by the agency does not extend beyond some modest acknowledgment.

Sponsorship can be in the following forms:-

- An injection of resources, either a cash or in-kind sponsorship. This may reduce the cost of performing a particular activity or allow for enhanced program delivery or expansion.
- Providing funding for publications, conferences or other special activities that promote the Chamber
- Providing the Chamber with an opportunity to develop better working relationships with other organisations within the community.
- Promoting the public profile of the Chamber to a wider than normal audience. This may include increasing community awareness of the Chamber and its activities.
- Free advertising/promotion from television (free and pay), radio, newspaper or other media companies.

Benefits of Sponsorship

There are a number of benefits for both sponsor and recipient in a sponsorship arrangement. The potential benefits for a sponsor are generally greater exposure and a positive association with the Chambers programs or services.

These may include:

- Opportunities to demonstrate the Chamber's business principles.
- Increased staff morale and pride through association with a 'worthwhile' activity or service
- Naming opportunities, for example, for conferences, publications or facilities.
- Participation of Chamber members staff at sponsor events, such as training courses.
- Public relations benefits, including invitations to events.
- General corporate image/profile-raising
- Signage and plaque placement

Application of Policy

This policy applies to all sponsorships except where the benefit does not extend beyond some form of 'modest acknowledgment'. Examples of 'modest acknowledgment' include a letter of thanks, discreet signage on a wall, media release or mention in a newsletter or conference material.

Principles of Sponsorship

The following basic principles should be applied when considering acceptance of sponsorship:

1. All Sponsorships are to be presented to the committee of the Chamber and after consideration of the selection criteria detailed below, put to a vote for approval and acceptance. The results of the vote are to be final. A sponsorship proposal shall not be assessed and determined based on an individual member's beliefs or opinions.
2. Sponsorship proposals should be assessed consistently, using the same selection criteria against all potential sponsor applications. The criteria should be established and documented prior to calling for expressions of interest.

The selection criteria should include:

- the benefit the Chamber is seeking and/or the benefit the sponsor is offering;
- degree of acknowledgement and recognition expected by the sponsor of the Chamber's activities;
- context of the arrangement within the Chamber's overall strategic directions; and
- potential to build positive alliances or public/private partnerships, which provide additional benefit to the public and the Chamber.

The selection criteria is set out in the attached checklist.

3. A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, the Gunnedah Chamber of Commerce's ability to carry out its functions fully and impartially.
4. There should be no real or apparent conflict between the mission and objectives of the



Gunnedah Chamber of Commerce and those of the sponsor. Sponsorship shall not be considered from organisations that conduct or are involved illicit or immoral activities.

5. It is inappropriate for any member of the Chamber of Commerce to receive a personal benefit from a Sponsorship.
6. In most circumstances, the public interest is best served by making sponsorship opportunities widely known, that is, by calling for expressions of interest or using other broadly based mechanisms.
7. All Sponsorships valued at over 10% more than the maximum annual membership fees should be documented in a written agreement. The term of the sponsorship it to be agreed between the parties. This amount is subject to annual CPI review and increase.
8. Sponsorships are to be monitored and evaluated and reported on regularly to the committee and member of the Chamber and to the Sponsor. Sponsorship funds received by the Gunnedah Chamber of Commerce must be allocated to an account or cost code that allows for the expenditure of the funds to be monitored. A regular financial income and expenditure statement for the account or cost code should be available to the sponsor and committee members of the Chamber if so required.
9. All sponsorships are to be listed in the relevant annual report by name, project and the value of the sponsorship. The total amount of all sponsorship revenue should be identified as a distinct revenue item in the General Fund.

ANNEXURE “A”

GUNNEDAH CHAMBER OF COMMERCE SPONSORSHIP CHECKLIST

The following is a checklist against which to assess potential sponsorship proposals. This list is intended to be a guide in assisting committee members to evaluate whether a sponsorship is appropriate for a Gunnedah Chamber of Commerce project, service or activity and is to be included with any recommendation

1. What are the value and terms of the sponsorship proposal?

- How much will the sponsorship cost the sponsor, in cash value and in-kind? How long should it run (eg annual)?
- Are options to renew the arrangement appropriate?
- What are the rights and terms of the arrangement for both parties? How might the agreement be terminated if needed?
- If the sponsorship is ‘in-kind’ is it valued at commercial and/or competitive rates?

2. Are the objectives of the sponsor/sponsorship proposal compatible with those of the Gunnedah Chamber of Commerce?

- Do the potential sponsor’s values and objectives complement those of the Gunnedah Chamber of Commerce?
- Has the sponsor indicated that they are not conduct or are involved illicit or immoral activities?
- Does the potential sponsor have an acceptable past sponsorship record?
- Is the reputation/public perception of the sponsor and its products appropriate for the Gunnedah Chamber of Commerce to be associated with?
- Does the potential sponsor operate under a current code of ethics, have a good corporate governance record, stable financial position and appropriate employment and marketing practices?

3. What are the benefits of the sponsorship to the Gunnedah Chamber of Commerce?

- What are the benefits of the sponsorship to the Gunnedah Chamber of Commerce? (eg, enhance an existing service, fund a new service or initiative, support an event, meet costs of publication).

4. How did the sponsorship proposal come about?

- Was the sponsor selected through the annual advertisement seeking expressions of interest placed by the Gunnedah Chamber of Commerce?
- Was a competitive selection process used? If not by EOI process, reasons why?
- If the process was not competitive, could the Gunnedah Chamber of Commerce be subject to criticism by not offering the sponsorship opportunity by an EOI process?



6. What are the benefits to the sponsor?

- List sponsor benefits (eg form of acknowledgment such as use of sponsor's logos, signage, product displays, public relations outcomes, etc).
- If naming rights have been requested, what are the details?

7. What are the risks to the Gunnedah Chamber of Commerce?

- Will community trust in the Gunnedah Chamber of Commerce be maintained? Will the sponsorship withstand public scrutiny?
- Are there any risks to the Chamber's independence and impartiality?
- Could the sponsorship arrangement be seen as an endorsement of the sponsor or its products and services?
- Can the risks be satisfactorily managed?

8. What are the costs to the Gunnedah Chamber of Commerce?

- Provide details of resources required to support the sponsorship (eg committee member time, equipment use, materials, infrastructure resources, insurance, etc). Costing in dollars to be completed. Is this the best use of these resources?
- Are these resources required after the sponsorship ceases? If so, how could they be funded?

9. Any other relevant factors?

What is the cost/benefit to the Gunnedah Chamber of Commerce and is this a reasonable return for effort?