



CHI.L.D. Sponsorship Policy

WHAT IS SPONSORSHIP?

Sponsorship is an agreement where a sponsor provides CHI.L.D. with resources for use in achieving CHI.L.D. objectives in return for specified benefits.

We seek sponsorship to fund existing activities, to provide leverage and visibility and to initiate new projects. Support may be cash, goods or services.

Independent Commission Against Corruption (ICAC) guidelines apply to all sponsorship arrangements. The Association of Childhood Language and Related Disorders (CHI.L.D.) follows these guidelines as a general principle.

FORMS OF SPONSORSHIP

Sponsorship may be either:

- | | |
|-----------------------------|--|
| Cash | Funds provided to CHI.L.D. |
| Goods & Services | Sponsors may provide goods or services to enable a specific project or event to occur. |

BENEFITS OF SPONSORSHIP

To CHI.L.D.

Sponsorship is an effective mechanism to gain greater resources to achieve CHI.L.D.'s objectives.

Sponsorship can reinforce the impact or message, expand the coverage and exposure, and heighten the status of the activity because of the demonstrated corporate and philanthropic support. Regular contact between CHI.L.D. and current and prospective sponsors raises CHI.L.D.'s profile.

To the Sponsor

Benefits to sponsors are numerous and vary according to the activity and type of sponsorship. These include:

- Association with a registered charity in the educational and disability sector.
- Opportunities to tangibly demonstrate support for educational and disability issues.
- Establishing links between the sponsor, CHI.L.D. and the business community.
- Opportunities to be involved in joint advertising and promotional activities.
- Access to CHI.L.D. services and networks, as appropriate.
- Recognition of sponsorship in the sponsor's publications, advertising and promotions (excluding the endorsement or promotion of the sponsor's products or services).

WHAT MAY BE SPONSORED?

Generally, sponsorship may be considered for any CHI.L.D. event, project or activity (e.g. facilities or resources for the The Glenleighden School, the Outreach program, and Research projects, attendance or organisation of seminars and conferences, or any fundraising initiative).

In any sponsorship, it must always be clear that ownership and control of the initiative rests with CHI.L.D..

ETHICAL CONDUCT WHEN DEALING WITH SPONSORS

In all its dealings, CHI.L.D. demands high levels of integrity.

The following criteria, based on ICAC recommendations, apply to all dealings with sponsors:

1. Sponsorship must not limit CHI.L.D.'s ability to carry out its functions fully and impartially.
2. The objectives and mission of the sponsor and CHI.L.D. must not conflict.
3. Sponsorship must not involve endorsement of the sponsor or the sponsor's products.
4. No CHI.L.D. employee should receive a personal benefit from a sponsorship.
5. To seek sponsorship, CHI.L.D. should widely canvass expressions of interest.
6. All sponsorship proposals are evaluated on the same predetermined criteria.
7. All sponsorships must be confirmed in writing.
8. All sponsorships must be properly approved by the Fundraising sub-committee of the Executive Committee.
9. CHI.L.D. must ensure that the sponsor receives the agreed benefits, as well as sufficient information to evaluate the sponsorship.

WHO CAN BE A SPONSOR?

Broadly, CHI.L.D. does not accept sponsorship that may lead to public criticism of CHI.L.D., or where there may be a conflict of interest between the sponsor and CHI.L.D..

Our concept of sponsors includes sponsors in the usual sense of the word, entities associated with our fundraising events and philanthropists.

Along with the ICAC criteria detailed previously, the following also apply:

- The sponsor's public image should be positive.
- Sponsorship will not be accepted where the sponsor's primary business is hazardous to public health or the environment.

APPROVAL OF SPONSORSHIPS

CHI.L.D. will engage with other organisations where it is clear that we are working to meet a defined CHI.L.D. objective. When considering approval of an activity under this policy, the Fundraising sub-committee of the Executive Committee must weigh the benefit to CHI.L.D. against the cost (both in resources, including staff time, and potential impact on CHI.L.D.'s image).

A representative of the Fundraising sub-committee negotiates major sponsorships covering CHI.L.D. programs and major events.

MANAGING SPONSORSHIP

Inviting sponsorship

- When seeking sponsorship for a major activity, CHI.L.D. will either publicly tender or seek expressions of interest from a range of relevant companies.
- If CHI.L.D. receives interest from multiple sponsors, but only need one, additional opportunities will be investigated to offer the other sponsors. A tiered sponsorship with "major" and "supporting" sponsors may be generally acceptable.

Selecting a sponsor

- CHI.L.D. will endeavour to select the sponsor who offers the most towards achievement of the activity's objectives. CHI.L.D. will also consider the sponsor's supplementary promotional or advertising activity.
- In every case, CHI.L.D. clearly records reasons for selection or non-selection of a sponsor.

Offers of sponsorship

- When CHI.L.D. receives unsolicited offers of sponsorship, other potential sponsors will be approached to validate the market value of the sponsorship (allowing of course, for business confidentiality).
- CHI.L.D. may decline offers of sponsorship if they do not directly relate to a current priority for CHI.L.D..

Co-ordination and control

- A staff member nominated by the Fundraising sub-committee of the Executive Committee has overall responsibility for the management of the sponsored activity. The staff member will maintain regular contact with the sponsor to enhance the success of the sponsorship.

Conflict of Interest

- CHI.L.D. will take great care that actual or perceived conflicts of interest do not arise from a sponsorship.
- Where a conflict of interest arises, or could arise, the staff member managing a sponsorship must immediately notify the Fundraising sub-committee of the Executive Committee. They may then elect to delegate another staff member to manage the sponsorship.

Monitoring, reporting and review

- CHI.L.D. is always accountable to the sponsor for the use of sponsorship received. CHI.L.D. will regularly monitor each sponsorship to judge its effectiveness in achieving the desired outcomes, its adherence to this sponsorship policy, and public and media reaction to the sponsor's involvement in the activity.
- CHI.L.D. will endeavour to give regular feedback to the sponsor.

Termination of sponsorship

- Where circumstances change and the sponsor or CHI.L.D. is not able to meet the sponsorship agreement, CHI.L.D. should immediately consult with the sponsor. This may result in a modified agreement, termination or withdrawal of sponsorship.
- CHI.L.D. must also terminate sponsorship arrangements:
 - In the event of serious adverse publicity attracted by the sponsor.
 - Where CHI.L.D.'s integrity could become an issue.
 - Where the sponsor's action may reflect poorly on CHI.L.D..
- Advice of termination of the sponsorship agreement or contract should be in writing. This advice should detail the reason for termination (referring to the appropriate contract clause), effective date of termination, and time frame and grounds for appeal or rectification of fault.

RECOGNITION OF SPONSORS

Sponsors reasonably expect recognition for their support of CHI.L.D. activities. If CHI.L.D. does not ensure that sponsors reap benefit, we will face increasing difficulty raising private sector sponsorship.

CHI.L.D. must establish and agree to, up front, the sponsor's wants and our ability to deliver it. A balance must be struck between the sponsor's commercial priorities and the overriding importance of CHI.L.D. objectives.

Forms of recognition vary, but the most common types are:

- Naming the activity as `sponsored by' (for **major** sponsors) or `supported by' (for **minor** sponsors).

- Mention in media releases and interviews.
- Inclusion of a sponsor's message in publications.
- Mention at public functions.
- Inclusion on event signage
- Invitation to sponsor to attend CHI.L.D. events.
- Articles in publications.

When recognising sponsors, we must also consider the following:

- Recognition should fit the value of the sponsorship received.
- The value of any sponsorship, goods and services should be calculated at market rate.
- CHI.L.D. identification should not be subordinate to the sponsor's logos, trademarks, etc.
- CHI.L.D.'s right to veto advertising content must be clearly defined.
- Endorsement of the sponsor's products or services by CHI.L.D. is expressly forbidden.

There must be relativity between sponsorship of various values. In other words, a sponsorship valued at \$500 does not warrant the same recognition as one valued at \$5,000.

DOCUMENTATION

Sponsorship agreement

All sponsorship arrangements must be in writing. This should be a statement setting out clearly the intentions of both CHI.L.D. and the sponsor. This avoids any misunderstanding or false expectations.

This formal agreement may be:

- a letter of agreement, usually used for minor sponsorships;
- a memorandum of understanding; or
- a contract.

It should contain:

- the sponsor's name
- signature of CHI.L.D. and sponsor representative
- period of agreement
- sponsorship value, and provisions
- responsibilities and obligations of all parties including agreed sponsor benefits
- termination conditions.

Appendix 1 contains a pro forma sponsorship agreement which may be reproduced and altered to suit the circumstances of individual agreements.

LOGO

The CHI.L.D. logo is a critical instrument for communicating our messages and our organisational objectives, and must be used consistently and correctly.

- The Logo is to be used to designate the source of products, brands or programs of CHI.L.D..
- Logos may not be altered in any way (other than altering size to fit a particular medium).
- Logos should be used in the colour provided.
- Logos should not be enclosed within a contrived shape or used with, or part of any other symbol.

The sponsorship agreement should include a specification of how and when the CHI.L.D. logo will be used.

Appendix 1

PRO FORMA SPONSORSHIP AGREEMENT

(Note: This pro forma agreement is produced as a guide only. It will not be suitable for every occasion. Please consider the need for drafting of a specific agreement.)

Sponsorship agreement between CHI.L.D. and (Insert name of sponsor)

(Insert sponsor's name) agrees to provide:

- (Insert detail of sponsorship)

In return, CHI.L.D. agrees to provide:

- (Insert detail of what CHI.L.D. has committed to provide)

(Insert sponsor's name) acknowledges that:

- This sponsorship will not limit in any way CHI.L.D.'s ability to carry out its services.
- CHI.L.D. acceptance of sponsorship does not imply endorsement of (insert sponsor's name)'s products or services. (Insert sponsor's name) will not claim or imply such endorsement in any public communication or advertising.
- Use, allocation or disbursement of sponsored items is solely at the discretion of the Business Manager (insert name of Business Manager).

Special conditions

(Insert details of any special conditions proposed by CHI.L.D. or the sponsor)

This agreement commences on (insert date) and expires on (insert date).

This agreement is made under CHI.L.D.'s Sponsorship Policy. (Insert sponsor's name) has received a copy of this policy.

Signed

Business Manager For (Insert sponsor's name)
For CHI.L.D.

Name:

Name:

Title:

Title:

Date

Date