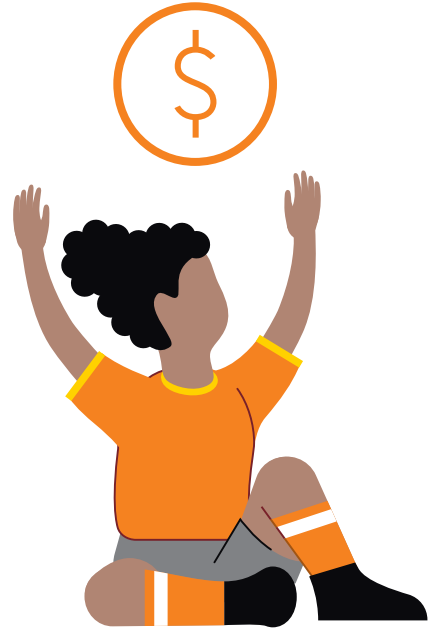

Sponsorship and Donations Policy



Commitment to Te Tiriti o Waitangi

recognises Te Tiriti o Waitangi as Aotearoa New Zealand's founding document.

is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

Values

aims to provide a safe, inclusive and enjoyable environment for everyone involved in its activities.

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

managing sponsorship and donations to

- 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

or for an individual, participants, group or team within

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, local business may contribute funds towards childrens membership fees, uniform and equipment, and request Rodney District Sports & Community Association to support the sponsor through advertising on the various RDSCA websites and communications channels.

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

When entering negotiations with a potential sponsor the

will have a clear understanding of their authority to act on behalf of

from the

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

Before finalising a sponsorship agreement, the

will present the proposed agreement to the

for approval.

will respect the integrity and mana of the sponsor and act transparently, responsibly and with integrity in their dealings with the sponsor.

will protect the interests and reputation of the participants, volunteers, supporters and

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

and

itself.

In considering a sponsorship agreement or donation the

will check:

- Is the sponsor or donor a good fit with
-

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
-

?

- Does the Sponsor arrangement conflict with any other sponsorship arrangements within Rodney District Sports & Community Association?

Form of agreement

All sponsorship agreements are to be in writing.

Where a donation is received and

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

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.

Be transparent

will inform participants, members and supporters of

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

website, or a team handout.

will give the participants, members and supporters of

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.

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

and the people involved in the sponsorship or donation arrangement.

Where a Sponsorship arrangement is in place, Members must not act in any way that compromises the Sponsorship arrangement to the detriment of Rodney District Sports & Community Association.



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