



SPONSORSHIP POLICY

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| Policy number | F4 V1 Feb21 | Version | 1 |
| Previous Policy number | F5 | Approved by Board on | 16 February 2021 |
| Responsible person | Governance Committee | Scheduled review date | 16 February 2022 |

INTRODUCTION

The Board of the National Rural Women's Coalition (NRWC) is committed to ensuring that its financial arrangements are carried out ethically. To maintain sustainability, we recognise that the NRWC needs to work in partnership with community, business and government.

PURPOSE

This policy established the framework and guidelines for creating productive partnerships between the NRWC and the private sector. This includes sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

Sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. These alliances provide important financial and marketing support to potential partners of the NRWC and may generate additional revenue stream to support the NRWC's mission and mandate.

POLICY

The fundamental principles that shape the 'NRWC's relationships with sponsors are:

1. Sponsorship of the NRWC or any symposium, project, program, or event held by the NRWC, will not entitle any sponsor to influence the organisation's decision.
2. The NRWC 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 the NRWC or adversely impact upon the NRWC's standing and reputation in the community. Sponsorships promoting tobacco/alcohol/etc. are prohibited.
3. The NRWC will accept sponsorships as an additional revenue generation source provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy. Projects such as event naming rights, co-sponsoring of existing programs, volunteering skills and knowledge, event hosting at Member organisation or selected facilities to support forums, workshops or social activities for RRR women, cooperative projects.
4. All sponsorship alliances or partnerships must be consistent with existing NRWC policies.

RESPONSIBILITIES

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

All Board members, casual, contract staff and volunteers are responsible for adhering to this policy.



PROCEDURES

All sponsorships must have a significant financial commitment from the sponsor to help offset the activity's costs.

All sponsorship relationships involving NRWC must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

The Board must approve naming rights associated with any sponsorship.

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

All sponsorships must be approved by the Board (and/or finance committee).

Authorisation

Signature of Board Secretary:

Date of approval by the Board:
National Rural Women's Coalition Ltd



APPENDIX A

SPONSORSHIP CONTRACTS/LETTERS OF AGREEMENT GUIDELINES

Sponsorship contracts and letters of agreement involving the National Rural Women's Coalition (NRWC) must include the following clauses:

- Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
- Terms of Agreement:** The dates for commencement and conclusion of sponsorship alliances must be included in the contract.
- Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
- Limitations on, and Approval of, the use of the National Rural Women's Coalition's name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: *"Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party."* The accepted use of the **National Rural Women's Coalition's** word mark, logo or crest must be stipulated in all contracts and agreements.
- Exclusivity:** The **National Rural Women's Coalition** may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"The National Rural Women's Coalition agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."*
- Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
- Obligations of the Parties to Each Other:** The parties' obligations are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for evaluating the sponsorship.
- Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: *"Prior to initiating formal notification of a breach of contract, the parties will undertake all appropriate and reasonable efforts to resolving the matter. Should these efforts not prove successful, either party may notify the other of breach of contract in writing, sent by mail or courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the contract."*
- Right to Discontinue the Sponsored Program or Event:** The contract shall ensure [Name of Organisation] reserves the right to cancel the sponsorship should circumstances dictate; for example: *"When circumstances beyond the control of the National Rural Women's Coalition force the cancellation or substitution of a sponsored event or project, the National Rural Women's Coalition reserves the right to cancel without finding itself financially liable or in breach of contract."*