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|  TRUST WAIKATO <small>TE PUNA O WAIKATO</small> | <h1>Sponsorship</h1> | |
| Section | Policy Manual Section XX.XX | |
| Version/Date | 3.0/17 December 2007 | |
| History | Policy approved | |
| | Draft Policy prepared | 12/28 November 2007 |
| | Final Policy adopted | 17 December 2007 |
| Review Schedule | Annually or as required | |
| Purpose | <i>The Sponsorship Policy outlines the criteria and process for the use of Trust Waikato sponsorship funds for community organisations and events.</i> | |

1.0 Introduction

Sponsorship is the negotiated provision of funds, goods or services to organisations in exchange for advertising, publicity or other benefits.

For Trust Waikato, sponsorship:

- usually takes the form of cash support (and excludes GST) in exchange for agreed acknowledgment;
- may be between Trust Waikato and one or more organisations or events; and
- does not include direct commercial dealings between Trust Waikato and other organisations or simple donations of funds, goods and services.

The Trust sponsors events and organisations from time to time where one of the following benefits can be delivered:

- a. generic community support for the Trust.
- b. an increased profile among community groups.
- c. an increased understanding of the nature and scope of projects that the Trust wishes to support.

In deciding on sponsorships Trustees endeavour to ensure that the events/facilities that are sponsored are representative of the types of groups and activities which are typically supported by the Trust by way of donations, and are consistent with the Trust's strategic priorities and principles.

2.0 Criteria

- 2.1 Each sponsorship will be considered on its merits. The following factors will, however, be taken into consideration when determining a sponsorship decision:
- a. The Trust's primary means of supporting community groups, projects and events is through donations.
 - b. The normal Trust criteria about the management, operation and accountability of a group should apply at least equally to a group being considered for sponsorship.
 - c. The Trust may from time to time offer a sponsorship to a group in addition to making a donation to the group. In such circumstances the Trust clearly separates the two matters. Donations are assessed and decided in relation to the Trust's donation policy.
 - d. To ensure appropriate recognition sponsorship is generally only considered in relation to significant facilities and events.
 - e. The Trust prefers to enter in to long term sponsorship arrangements, particularly when sponsoring an organisation.
 - f. In deciding on sponsorships the Trust endeavours to ensure a representative geographic mix of sponsorships.

3.0 Sponsorship Process

Organisations are advised to talk with the communications advisor at Trust Waikato about any possible sponsorship opportunities.

A proposal from the organisation will be requested if the event or project fits the Trust's criteria and there is sufficient sponsorship budget remaining.

The proposal will be presented to the Trust Board in the form of a memo by the communications advisor, with the endorsement of the Chief Executive and a clear recommendation to Trustees. The Trust makes overall decisions about sponsorship proposals.

If a proposal is successful, a formal agreement (see 4.0, below) will be drawn up between Trust Waikato and the organisation.

4.0 Sponsorship Acknowledgement

The extent of acknowledgment should reflect the level of sponsorship. All sponsorship arrangements will be in the form of a written contract detailing all sponsorship rights and obligations.

Each sponsored organisation or event will be required to promote Trust Waikato in at least some of the following ways:

- a. Approved use of the Trust Waikato logo in promotional material.
- b. Appropriate signage opportunities, using signage supplied by Trust Waikato
- c. Invitations to meet with the organisation and/or to attend events
- d. Where appropriate, invitations to Trustees or staff to speak/present on behalf of Trust Waikato
- e. Acknowledgement of Trust Waikato's sponsorship in media releases
- f. Acknowledgement of Trust Waikato support in any report of the organisation or event.

5.0 Budget

- 5.1 The sponsorship budget is set annually as part of the Trust's normal budgeting process.
- 5.2 Sponsorship expenditure is disclosed publicly in the Trust's annual financial statements.
- 5.3 The sponsorship amount is negotiated as the minimum amount which can be given that will ensure a successful event and appropriate recognition for the Trust.

6.0 Donation of Promotional Items

The Trust also has a supply of promotional products such as balloons, t-shirts, calendars and umbrellas, purchased using the promotional budget. Trust staff allocate these products as appropriate.

7.0 Review

All sponsorships are to be reviewed as specified in the contract.

| Policy | | Sponsorship |
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| 1.0 | Policy | |
| 2.0 | Draft Policy discussed | 26 November 2007 |
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