

# Outward Sponsorship to External Parties Policy

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<b>Related Policies and Procedures:</b>	Inward Sponsorship from External Parties Policy

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## 1. Purpose

1.1 The purpose of this policy on Sponsorship to External Parties Policy is to:

- Establish the authority for the determination of Sponsorships to External Parties;
- Establish the circumstances when Sponsorship to an External Party is allowable;
- To advise staff on how the Sponsorship to External Parties will be funded.

## 1.2 Alignment to Strategy

The Statement of Strategic Directions 2012-2015 direct the RACP to develop and build relationships with many direct and indirect stakeholders such as Specialty Societies; other medical colleges be they domestic or international; other medical associations; Federal and State government bodies and agencies. Often in building relationships the RACP is asked to provide sponsorship for a variety of events, publications and specific individuals. The number of requests in any one period can be substantial and the RACP requires direction and discrimination as to which organisations and/or events etc. to sponsor in order that it can best satisfy the College's strategic goals utilising its limited resources.

## 1.3 Scope

This policy applies to all staff of the RACP and to Members when acting in an official capacity on behalf of the College.

## 2. Definition

2.1 For the purposes of this policy, sponsorship is a formal arrangement between the RACP and an external organisation in which the RACP offers financial and/or non-financial support usually in return for rights and association which the College may use as an opportunity to promote the RACP brand. Sponsorship is an arrangement designed to provide real benefits to all parties to the agreement.

2.2 External Party is an organisation, a formal group of individuals, an informal group of individuals and/or a single individual other than the legal entity called the RACP.

2.3 Internal Party are groups of RACP accredited trainees, groups of Fellows and individuals who are acknowledged Members of the RACP. These members will be categorised in the RACP through the Division, Faculty and Chapter structure.

## 3. Ethical, Regulatory and Financial Policies

The RACP has a number of specific policies in relation to this issue. This policy should be read in conjunction with other related policies to understand the full extent of any implications that may arise if inappropriate sponsorship is received.

### 3.1 Financial

The RACP does not set financial limits for the provision of sponsorship. However, sponsorship should not be the main source of revenue for the event but be a minor contributor that assists in maintaining a reasonable price for the event ticket.

## 4. Categories of Sponsorship

- a. The sponsorship supports and develops the maintenance of the reputation of the RACP in the community, as a whole or a specific body of the RACP. Such sponsorship would be the sponsoring of a Specialty Society event, international sponsoring of an overseas individual or group, international sponsoring of an RACP member for an overseas visit or the sponsoring of an award presented by an external party. This could be categorised as **Brand Equity Sponsorship**. This sponsorship form relates strongly to promoting the RACP brand and is intended to build brand value among key stakeholder groups.

## 5. Types of Sponsorship

Sponsorship may comprise financial support, non-financial support or a combination of both.

This may include:

- Monetary support (direct or provision of services such as room hire and/or catering).
- Promotional support such as promotion in RACP publications including RACP News and DFAC Web newsletters.
- Use of RACP assets such as facilities and venues.
- Access to RACP expertise including expert education policy and advocacy or professional staff.
- Inclusion in RACP events such as Congress or ASMs or lectures.

In addition to the sponsorship, the College may also request specific conditions such as the organiser allowing RACP trainees to present at the Event.

## 6. Principles of Sponsorship

In judging the suitability of a receiving party and/or sponsorship message, the College is guided by the following:

- The College avoids competing advertising messages. (For example, there is no mention of competing brand names within an ad banner; a general conference banner may not be able to avoid listing of multiple sponsors.)
- The College recognises and acknowledges equality in the provision of sponsorships.
- Appropriate returns for the level of sponsorship should be received by the College. These returns should be consistent with this Sponsorship Policy. The Fellowship Committee of the RACP will determine and agree on what benefit is reasonable for the sponsors to expect.
- The sponsorship agreement withstands scrutiny by the New Zealand and Australian Governments and the New Zealand and Australian public.
- The sponsorship does not and will not bring adverse publicity to the RACP and its programs and services.
- Employees and members of the RACP do not benefit personally from sponsorship arrangements unless they happen to be the recipient of a sponsored award or prize.
- The RACP will not consider a sponsorship agreement that does not agree with College policies.

## 7. Authority, Responsibilities and Delegations

### 7.1 Authority and Delegation of Brand Equity Sponsorship

- Brand Equity sponsorships in a financial year are to be submitted by Fellowship Relations unit in the relevant year's draft Annual Plan and Budget.
- The funding for Brand Equity Sponsorship will be funded from the RACP Operating Budget as part of the approved Annual Plan and Budget.
- The Board has delegated the authority to approve Brand Equity Sponsorships proposals to be included in the Annual Plan to the Fellowship Committee.
- The Fellowship Committee will assess the value of the sponsorship benefit to the RACP taking into consideration the total \$ amount in the Annual Plan/Budget and the amount already incurred for the year.

- Any Brand Equity Sponsorship requests not included in the approved Annual College Plan/Budget are submitted to the Finance and Risk Management Committee as an unbudgeted cost.

### **7.2 Approval**

- The offer of sponsorships shall be consistent with the RACP's strategic directions and financial policies.
- An outward sponsorship could, if appropriate, provide any exclusive arrangement with the RACP.
- An outward sponsorship should incorporate appropriate control or influence over the content of any RACP activity, publication, position or policy.
- The College originator of the sponsorship request must obtain approval from the Fellowship Committee prior to advising the external party that the College will provide sponsorship to the event.
- If the External Party is advised that the College will provide sponsorship prior to obtaining approval from the Fellowship Committee, the College reserves the right to refuse the payment of sponsorship.
- The College will maintain absolute discretion over all aspect of a proposed outward sponsorship.

## **8. Monitoring, Evaluation and Reporting**

### **8.1 Monitoring**

All sponsorships should be monitored and formally evaluated by the Fellowship Committee on completion to ensure that the terms negotiated in the sponsorship agreements are adhered to and the RACP receives the full value of the sponsorship. The sponsorship should also be monitored by the Fellowship Committee to ensure that the RACP discharges its obligations according to the terms as per the sponsorship agreement.

### **8.2 Evaluation**

At the conclusion of the sponsorship period an evaluation by the Fellowship Committee should be made as to the value obtained for the RACP from the sponsorship agreement. This should be completed in a timely fashion as many sponsorship agreements are the result of on-going relationships. The process of evaluating the sponsorship assists in determining the value of continuing the sponsorship arrangement or modifying if appropriate to do so.

### **8.3 Reporting**

The monitoring and evaluation of individual sponsorships is the responsibility of the Fellowship Committee. A performance report is required to be submitted by the Fellowship Committee to the Board in December of each year.

The Finance and Risk Management Committee will include any approved unbudgeted sponsorships in its yearly report to the Board on unbudgeted costs.

## **9. Review**

This Policy will be reviewed no later than 2 years following the date of approval by the Finance and Risk Management Committee.

This policy and associated guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the RACP at any time.