



The Army's National Charity

# **ABF THE SOLDIERS' CHARITY**

## **SPONSORSHIP POLICY**

**VERSION 1.0**

**Document Owner.....** Chief of Staff & Director of Communications & Marketing

**Published.....** January 2020

**Next Review Date.....**January 2021

**Electronic Location.....**Cascade/Website

**Approved by: SMB on (date 20 01 2020)**

## **ABF The Soldiers' Charity - Sponsorship Policy**

1. The right sponsorship adds to the Charity's brand, helping us to raise awareness and engage our stakeholders regionally and nationally. Sponsorship requests normally take the form of requests for payment in return for branding opportunities: typically clothing, accessories or assets that have the Charity's branding on them. Normally, Charity sponsorship would be in support of activity that directly or indirectly benefits soldiers, former soldiers and their dependants e.g. Army sports or expeditions.
2. This policy includes the principles by which requests will be assessed, and the process used. Requests for sponsorship will be assessed against the criteria described below.

### **Sponsorship Process**

3. Requests are received by individuals and offices across the Charity but must be channelled for approval through the Director of Communications & Marketing and the Chief of Staff.
4. When applying for sponsorship, the following initial information will be required:
  - a. Personal details
    - Name
    - Organisation
    - E-mail Address
    - Telephone Number
    - Postal Address
  - b. Details of the sponsorship request:
    - Name of the sponsorship/event
    - A short description of the sponsorship/event
    - The sponsorship fee being sought
    - The term of the sponsorship/event, including the month and year that it starts and ends
    - Whether national or regional
    - Benefits of sponsorship to both the sponsor and the sponsored

### **Sponsorship Criteria**

5. Sponsorship requests will only be considered where one or more of the following criteria are met:
  - Increases the Charity's brand visibility;
  - Reaches an audience to which the Charity might not otherwise have access;
  - Opens up opportunities for future collaboration;
  - Strengthens the brand;
  - Enables the Charity to try new ideas;

- Offers value for money.
6. Sponsorship must:
- Be given as a legitimate, justified sponsorship and never in exchange for obtaining an inappropriate advantage or benefit;
  - Be given directly in good faith and be reasonable in value and frequency;
  - Be compliant with any applicable laws, rules and regulations;
  - Be in line with the anti-corruption policy and in keeping with the Charity's values;
  - Be given in an open manner, and not to, or for the benefit of, an individual;
  - Not influence or appear to influence the independence of the giver or receiver of the Sponsorship or Donation;
  - Not be considered offensive or inappropriate;
  - Not contravene other policies.

### **Financial Approvals and Limits**

7. The sponsorship budget is held by the Director of Communications & Marketing and bids for sponsorship will usually be considered either prior to the commencement of each Financial Year and at the mid-point of the Financial Year.

8. For sums of £2,000 or less, sponsorship will be signed off by the Director of Communications & Marketing and the Chief of Staff. For sums in excess of £2,000, sponsorship will be considered by the Director of Communications & Marketing, the Chief of Staff, the Director of National Fundraising, and signed off by the Chief Executive.

### **Sponsorship Agreement**

9. If agreed, a written sponsorship agreement shall be put in place, setting out the Charity's expectations of the sponsored party in return for its sponsorship.

### **Sponsorship Benefits Reporting**

10. In all cases, the Charity will expect a positive outcome to be achieved; this will be measured with reporting by the sponsorship recipient to the Charity at the six month and 12 month points, following the start date of the Sponsorship Agreement.

11. If possible, the return on the Charity's investment should be quantified and measured.

12. An annual summary of sponsorship benefits reporting will be compiled each April and reported to SMB in February/March.

### **Sponsorship Policy Review**

13. This policy will be jointly reviewed annually (in May) by the Director of Communications & Marketing and the Chief of Staff.