



Scottish Canoe Association
Comann Curach na h-Alba

Sponsorship Policy

Last approved by Board: 7th December 2021

Effective from: 8th December 2021

Purpose of policy: To ensure maximum benefit and to protect against liability, this policy sets out how the SCA will enter into sponsorship agreements.

Conts	2
Introduction	3
Definition of Sponsorship	3
Exclusions	3
Advantages of Sponsorship	3
Risk Associated with Sponsorship	4
Scope	4
Specific Sponsorship Exclusions	4
The Sponsorship Process, Associated Roles and Responsibilities	5
1. Identify	5
2. Assess	5
3. Propose	5
4. Approval/Sign Off	5
5. Register	5
*Guidelines	6
Appendix 1	7

Introduction

Sponsorship can provide a good basis for a partnership between the SCA and an external organisation, taking many formats to suit differing needs and capabilities. Sponsorship, when managed correctly, should benefit both organisations, but for this to happen it requires work and the understanding that both parties have a role to play. If it is not managed well, sponsorship has the potential to cause financial, reputational and operational damage to both parties. To ensure maximum benefit and to protect against liability, this policy sets out how the SCA will enter into sponsorship agreements.

Definition of Sponsorship

For the purpose of this document, sponsorship is defined as; “Any agreement where the SCA receives a conditional benefit from a third party”.

Based on the following definitions:

- **Benefit** – Any money, service or product provided by the third party organisation.
(A non-exhaustive list of examples; money, products, services, administrative support, marketing assistance etc.)
- **Conditional** – Where the benefit is provided in return for a specific action from the SCA.
(A non-exhaustive list of examples; the displaying of logos on SCA kit/equipment/webpage/letterheads or at events, preferential access to SCA events/services/products/data, behavioural change on behalf of the SCA)

Exclusions

The following do not count as sponsorship;

- Any donations, which is where the benefit is provided without any conditions.
- Any benefit for which the SCA pays the market rate.

Advantages of Sponsorship

For businesses, sponsorship offers the opportunity to publicise the company or organisation's name through its links with the SCA, thereby raising its profile and image.

The SCA values sponsorship because it offers the opportunity for financial or in-kind support which might otherwise be unavailable.

Risk Associated with Sponsorship

Sponsorship is a commercial arrangement and should not be entered into without a full evaluation of the pros and cons. The risks must be assessed in terms of both the likelihood of occurrence and the impact on the SCA should the identified risk occur. Due to the liabilities that potential sponsorship arrangements place on the SCA, there need to be strict controls in place to assess and decide on which opportunities are suitable.

Scope

To ensure that the requirement for due diligence does not impact on operational efficiency there is a sponsorship threshold based on a range of factors listed below. Below the threshold, SCA Board approval is not required.

Sponsorship agreements that meet/exceed any of the following, require Board approval;

- The sponsorship agreement applies beyond a single event;
- The benefit to the SCA has a value in excess of £1,000;
- There is a cost to the SCA of honouring the proposed sponsorship agreement – either financially or through staff time;
- The conditions of sponsorship include any of the following: exclusivity, preferential treatment or membership wide advertising;
- The sponsorship agreement may create conflict within SCA structures and / or with existing key partners;
- The sponsorship agreement requires a formal contract;
- Where the organisation's aims, or operation, are, or may be perceived to be, incompatible with those of the SCA, or conflict with any SCA Policy.

Specific Sponsorship Exclusions

The following sectors will not be considered for any SCA sponsorship agreements;

- Tobacco;
- Gambling.

This list of excluded sectors is not exhaustive and the SCA Board will make decisions on the suitability of sponsors based on current information and the assessment of risk to the SCA – both the time/effort to meet the terms of any agreement as well as the reputational risk to the SCA.

Sponsorship involving alcoholic products is permitted as long as the event/activity is not specifically targeted at U18s.

The Sponsorship Process, Associated Roles and Responsibilities

Please refer to the flowchart in Appendix 1.

1. Identify

All volunteers and staff can be on the look-out for potential sponsorship opportunities for the SCA.

2. Assess

The responsibility for fully researching sponsorship rests with the relevant SCA Committee or member of staff who is responsible for organising and delivering the activities to which the sponsorship relates.

3. Propose

Following an assessment of suitability, the details of any agreement need to be written up and provided to the relevant individuals for assessment*.

4. Approval/Sign Off

For proposals where the scope of the sponsorship agreement exceeds the threshold, the SCA Board has responsibility for approval and sign off. Where the agreement does not exceed the threshold, responsibility for approval and sign off rests with the individual or group organising and delivering the activities to which the sponsorship relates.

The SCA Board will respond to any proposals within 14 days. The response will take the form of one of the following:

- An approval.
- An outright rejection. Feedback will be provided for such rejections.
- A request for amendments to the proposal prior to making a decision.

5. Register

A central register of all agreements will be maintained by the SCA Operations Manager. It is recognised that some agreements, particularly those below the threshold, will be verbal, however the written proposal (against which any approval was made) should still be sent to the SCA.

*Guidelines

The following needs to be included in any proposal and provides a clear process of thought which SCA sponsors, volunteers and staff can use when trying to identify suitable opportunities.

1. What the SCA hopes to gain from the sponsorship and what the SCA can offer to the sponsor in return. (What is the benefit and what are the conditions)
2. How the SCA intends to utilise the sponsorship benefits and how much time/money/input it will take for the SCA to fulfil its obligations to the sponsors conditions.
3. How the SCA can prove to the sponsor that any obligations have been met
4. How the SCA intends for the sponsor to meet any agreements.

Appendix 1

