

# **Sponsorship**

Policy No: EP008 Issue Date: May 2014 Review Date: May 2019

## **Purpose**

1. The purpose of this policy is to outline eviDent's approach to dealing with sponsorship and detail the types of sponsorship arrangements that eviDent might enter into.

## Scope

- 2. This policy applies to sponsorship arrangements.
- 3. This policy does not apply to donations, grants, gifts, bequests, sale of advertising, joint ventures and corporate partnerships.

### **Definitions**

For the purposes of this policy, the following definitions are used:

4. **Sponsorship:** cash or in kind contribution(s) to support eviDent or an activity of eviDent in return for agreed benefits. A sponsorship is not a donation and therefore not tax deductible.

### Criteria

- 5. Sponsorship arrangements must:
  - a. benefit eviDent's members, the community or research; and
  - b. compliment eviDent's objectives and policies.
- 6. Sponsorship arrangements must not:
  - a. create an actual, potential or perceived conflict of interest or endorsement;
  - b. limit the Foundation's ability to carry out its functions;
  - c. personally benefit eviDent employees, directors or members;
  - d. compromise eviDent's reputation
- 7. Sponsorship will not be accepted from organisations that derive any source of revenue from any of the following:
  - a. tobacco or related products;
  - b. weapons; and
  - c. pornography or sexual services.
- 8. Sponsorship will be considered on a case by case basis from organisations that derive their main source of revenue from any of the following:
  - a. gambling;
  - b. alcohol;
  - c. confectionery, soft drink, energy drink, sport drink; and
  - d. fast food.
- 9. Sponsorship will not be accepted from organisations that:
  - a. are in breach of Australian laws
  - b. exploit people through below award wages or poor working conditions;
  - c. are not environmentally responsible; and
  - d. whose primary objective is to promote political or religious causes.
- 10. eviDent reserves the right to decline sponsorship for any reason.



# **Sponsorship**

Policy No: EP008 Issue Date: May 2014 Review Date: May 2019

#### **Activities**

- 11. The types of events/ activities eviDent may enter into a sponsorship arrangement for include:
  - a. conferences/annual meetings;
  - b. fundraising activities such as dinners and sporting events;
  - c. awards:
  - d. training;
  - e. activities that promote eviDent, our objectives and our research

## Benefits for sponsors

- 12. Benefits of sponsorship may include one or more of the following, but are not limited to:
  - a. branding on event marketing;
  - b. exposure through signage;
  - c. online promotion;
  - d. complimentary tickets;
  - e. naming rights;
  - f. acknowledgement in speeches;
  - g. opportunity to address attendees;
  - h. opportunity to provide sponsor supplied promotional material.
- 13. Sponsorship will not entitle the sponsor to a copy of eviDent's registration or membership databases. Sponsors may seek to obtain the contact details of attendees at the event by way of a 'lucky door prize' or similar, subject to the agreement of eviDent.

### **Agreements**

- 14. eviDent will seek to provide sponsors with the best value for money/ return on investment.
- 15. Sponsorship benefits, terms, conditions and procedures for each sponsorship arrangement will be detailed in the sponsorship agreement.
- 16. Surplus cash from a sponsored activity or event will be invested in eviDent's investment fund.
- 17. eviDent may enter into multiple sponsorship agreements for the same event/ activity, unless it stipulates that exclusivity for category and or type of sponsorship available.
- 18. eviDent will provide a post-event report to sponsors.

#### **Review**

19. This policy will be reviewed and updated within five (5) years of the issue date, or earlier if any changes indicate a need for a review.