

# The Blue Hand Group



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## PURPOSE

The purpose of this document is to state clearly what the Charity, The Blue Hand Group (BHG) will provide in exchange for Sponsorship from a corporation. This document outlines the BHG's approach to dealing with sponsorship and details the types of sponsorship arrangements the charity will undertake.

Furthermore, the document outlines the responsibilities and activities that the Sponsor is required to uphold. The charity holds the right to end or refuse any potential partnerships with sponsors at its own discretion.

The charity has a range of responsibilities to deliver via The Presents Program. It also produces an annual fundraising event that contributes to the vibrant cultural life of Sydney and is generally free for the public to attend. By seeking and receiving sponsorship, the charity provides additional resources with which to support specific activities or programs. In addition, the success and public exposure of an activity can be enhanced by sponsorship providing better visitor experiences. Moreover, this document breaks down where the funds provided by the Sponsor will go. How these funds will be stored, used, and logged.

Additionally, it is to ensure that all parties involved have reviewed and understand the connected documents associated with developing a Sponsorship/Partnership. The relevant documents can be located on our About, in the Important Documents section at the bottom of the webpage. Located: [www.thebluehandgroup.org/about](http://www.thebluehandgroup.org/about)

### Preface

The BHG is committed to providing supplies to registered organisations, and referred vulnerable people, across New South Wales, Australia. Through the development of sponsorships with a variety of organisations, the BHG can provide greater service to the community. By fostering loyal and committed partnerships the BHG will be able to provide benevolent relief via sustainable and environmentally conscious policies and practices.

### Scope

This Policy applies to all incoming sponsorships received by the BHG. It does not apply to outgoing resources, etc, given by the BHG.

This Corporate Sponsorship Policy outlines:

- what sponsorships the BHG will and will not undertake;
- the responsibilities of all parties involved in a sponsorship arrangement in order to ensure

- there is neither conflict of interest nor negative impact on the BHG's reputation or probity;
- the process for attracting sponsors; and
- the sponsorship approval process

## Definitions

**Sponsorship Assets:** The activity (eg. event, program or service) for which sponsorship is being sought.

**Sponsorship:** A commercial arrangement in which a sponsor provides a cash or in-kind contribution in return for certain specified benefits. Sponsorship can be provided by the corporate sector or private individuals in support of the BHG sponsorship assets and operations. Sponsorship does not include: consultancies; and unconditional gifts, donations, bequests, or endowments.

## Policy

Criteria for attracting sponsors:

Any sponsorship arrangement that is offered or sought by the BHG must:

- benefit the BHG, its operations, and Presents Program;
- not create an actual or perceived conflict of interest; and
- not fetter or interfere with the BHG's compliance with and exercise of its goals.

## Suitable Activities for Sponsorship

The general types of events/activities that the charity may consider suitable as Sponsorship Assets include activities relating to The Presents Program or the annual Fundraising event such as:

- public and ticketed events;
- training;
- scholarships;
- awards;
- education;
- publications;
- exhibitions;
- sponsoring the fundraiser;
- programs; and
- conferences i.e. business forums

## BENEFITS FOR SPONSORS

The primary benefit for Sponsors is a competitively-priced strategy for reaching a target audience or to meet corporate social responsibility goals.

Entitlements include, but are not limited to:

- (a) license to use the charity's intellectual property for the event such as logos, content, and imagery;
- (b) branding on event marketing communications including print, press, direct marketing, posters, and other collateral;
- (c) exposure at events through signage, access to floor space for activation and integration into the official event program;
- (d) online promotion including banners, splashes, sponsored segments; and
- (e) the ability to develop co-branded marketing initiatives.

Entitlements are determined by collaboration and agreement between the BHG and the Sponsor and are restricted by legislation and public policy.

## SPONSORSHIPS NOT PERMITTED UNDER THIS POLICY

The BHG will not undertake sponsorships that:

- require or imply the BHG's endorsement of commercial products, services, companies, political parties, or individuals;
- limit the BHG's ability to carry out its functions fully and impartially;
- restrict access to the BHG's sponsorship assets by the widest audience possible;
- are not consistent with the BHG's principles of equity, participation, rights and accessibility for all groups in the community;
- personally benefit individual charity employees, or their friends/family;
- allow ownership and control of the sponsored sponsorship assets to be removed from the charity;
- pose a conflict with the broader policies and practices of the charity; and
- pose a conflict between the objectives and values of the charity and those of the Sponsor.

The City will not accept sponsorship from entities which derive their principle source of revenue from any of the following activities:

- pornography;
- production or the sale of tobacco;
- armaments and weapons manufacturing; and
- sexual services.

Organisations that receive some or all of their income from the provision of gambling activities or the sale of alcohol are welcome to provide sponsorship to the charity for events, etc, that are considered by the CEO to be appropriate.

## **ETHICS FRAMEWORK**

The BHG will avoid entering into sponsorship agreements with enterprises that are considered to:

- pollute land, air, or water;
- destroy or waste non-recurring resources;
- market, promote, or advertise products or services in a misleading or deceitful manner;
- produce, promote or distribute products or services likely to be harmful to the community;
- acquire land or commodities primarily for the purpose of speculative gain;
- create, encourage, or perpetuate militarism or engage in the manufacture of armaments;
- entice people into financial over-commitment;
- exploit people through the payment of below-award wages or poor working conditions;
- discriminate by way of race, religion, or sex in employment, marketing, or advertising practices; or
- contribute to the inhibition of human rights generally.

## **RETAINMENT OF DISCRETION TO REJECT SPONSORSHIP**

The charity retains the discretion not to accept sponsorship from any entity for any reason at any time.

## CONFLICT OF INTEREST AND PERSONAL BENEFITS

Any sponsorship arrangement the BHG undertakes must not compromise the BHG's reputation, public image, probity, or its ability to fulfill its functions. Any sponsorship arrangement must not impose or imply conditions that would limit or be perceived to limit the BHG's ability to carry out its functions fully and impartially.

There should be no actual or perceived conflict between the objectives and values of the charity and that of the Sponsor. All sponsorship proposals will be subject to an assessment process and consideration will be made by authorised BHG staff. The BHG staff will conduct an evaluation of any potential conflicts of interest issues prior to entering into negotiations with potential sponsors. Information will be provided to potential sponsors about the BHG's expectations, objectives, ethical requirements, sponsor benefits, sponsorship procedures, and the criteria against which a proposal will be assessed.

The charity will not enter into sponsorship arrangements with a potential sponsor whose interests, objectives, and/or mission are in actual conflict with those of the charities. Conflicts arising from personal relationships or financial arrangements of staff involved in sponsorship assessment, approval or administration will be managed in accordance with the conflict of interest provisions of the BHG's Code of Conduct.

No employee may seek or receive a personal benefit or be perceived to receive a personal benefit from sponsorship. Any contribution from the sponsor must be received by the BHG, not directly to an individual, and must be seen to benefit the charity, not an individual.

Sponsors should be aware of and comply with the BHG's Statement of Business Ethics.

## ATTRACTING SPONSORS

In order to ensure equitable opportunities for the business community and other interested parties to consider Sponsorship of the BHG's Sponsorship Assets, the charity will promote this opportunity via a two-stage process:

Expression of Interest Advertisement: The BHG will send out an annual Expressions of Interest advertisement to ensure the business community and other relevant governments and non-government agencies have the opportunity to participate in sponsorship opportunities. This may be conducted via email and then with follow-up phone calls, zooms or in person meetings.

Pitching a Sponsorship: The BHG may identify potential sponsors for the charity's Sponsorship Assets and may wish to initiate direct contact with the potential sponsor or via third parties that represent the potential sponsor such as advertising, media, public relations, experiential or event agencies. The BHG may also decide to use an external agent to secure sponsorship.

## **CONTRACTING SPONSORS**

Financial decisions in relation to sponsorship arrangements will be made in accordance with the requirements of the ACNC, ATO, and BHG Constitution and other official documents/policies. It is at the charity's discretion where the cash received from the Sponsor is spent. However, the charity is open to discussing options with potential sponsors. The BHG takes thirty cents from every dollar sponsors provide to cover projected operational costs. Once these expenses have been covered, one hundred percent of each dollar will go directly into the Presents Program \$100 once-off budget for referred vulnerable people. If an emergency or sudden expense is appears the charity will break the cap to cover the exact cost.

## **MANAGING THE SPONSORSHIP**

A management plan and legally binding agreement must be entered into for each sponsorship arrangement in accordance with the BHG's approved procedures, delegations, and probity arrangements. The sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, the BHG's ability to carry out its functions fully and impartially.

## **TRANSPARENCY OF INFORMATION**

Information about sponsorships is available to the public on request. The BHG maintains a register of sponsorships. All details of each sponsorship will be listed in the BHG's Annual Report. A request for information form can be found in our Important Documents section on our About page. Location: [www.thebluehandgroup.org/about](http://www.thebluehandgroup.org/about)

## **EVALUATION**

Regular financial and performance audits will be conducted in relation to sponsorship arrangements. Usually, once a year the latest findings will be included in the Annual Report and to the Board during the AGM.