



## MPASA Sponsorship Policy

### 1. Purpose

The purpose of this Sponsorship Policy is to provide a clear framework for how the Maritime Pilots Association of South Africa (MPASA) engages with sponsors and donors. The policy ensures transparency, compliance with legislation, and alignment with MPASA's mission to promote maritime pilot safety, professional development, and operational excellence.

---

### 2. Legal & Governance Framework

- MPASA is registered as a Non-Profit Company (NPC) in terms of the South African Companies Act, 2008.
  - Sponsorships and donations are used exclusively to support MPASA's objectives and may not result in undue personal gain for any member or office bearer.
  - All engagements comply with the **Companies Act, Income Tax Act** (where applicable for donor deductibility), and the **Protection of Personal Information Act (POPIA)**.
  - MPASA maintains financial transparency and will issue receipts and acknowledgments for all contributions.
- 

### 3. Sponsorship Principles

Sponsorships must:

- Align with MPASA's vision and values.
- Promote safety, professionalism, and industry development.
- Avoid conflicts of interest or reputational risks.

- Be transparent, documented, and fairly administered.
- 

## 4. Sponsorship Structure

### 4.1 General Sponsorship Package

MPASA offers a **broad, flexible sponsorship package** rather than rigid tiers. Contributions may be financial or in-kind (goods, services, facilities, or expertise).

#### Core Benefits to Sponsors:

- Recognition on MPASA's website, newsletters, and annual report.
- Acknowledgment at events, workshops, or training programs (where applicable).
- Certificate of appreciation and public acknowledgment of support.
- Ethical engagement with MPASA's members through **opt-in opportunities only** (compliant with POPIA).
- Association with MPASA's mission of maritime safety and professional excellence.

### 4.2 Recognition Bands

While benefits remain broadly the same, MPASA distinguishes sponsors by contribution size for acknowledgment purposes:

- **Principal Sponsors** – Significant financial or in-kind contribution (above R50,000). Prominent recognition in communications, events, and reports.
- **Supporting Sponsors** – Moderate contributions (R10,000–R49,999). Recognition in MPASA publications and at events.
- **Friends of MPASA** – Smaller contributions (under R10,000). Listed on the MPASA website/annual report and issued a certificate of appreciation.

This flexible structure ensures inclusivity while still honoring larger sponsors proportionately.

---

## 5. Value Proposition for Sponsors

By sponsoring MPASA, organizations:

- **Enhance visibility** within South Africa's maritime sector.

- **Demonstrate corporate responsibility** by supporting maritime safety and professional development.
  - **Strengthen industry partnerships** through association with MPASA.
  - **Access engagement opportunities** such as participation in workshops, knowledge-sharing sessions, or awareness campaigns.
  - Receive **impact reports** on how contributions support MPASA initiatives.
- 

## **6. Administration**

- The MPASA Executive Committee approves and records all sponsorship agreements.
  - Sponsorships are acknowledged through written agreements or confirmation letters.
  - Funds are managed in line with MPASA's financial controls and audited annually.
  - Sponsors may request feedback or reports on how their contributions are utilized.
- 

## **7. Review**

This policy will be reviewed annually by the MPASA Executive Committee to ensure relevance, compliance, and alignment with the Association's objectives.