

BUIDHEANN TIGHEADAS LOCH AILLSE AGUS AN  
EILEIN SGITHEANAICH  
LOCHALSH AND SKYE HOUSING ASSOCIATION

# **Sponsorship Policy And Procedures**

<b>DATE APPROVED:</b>	<b>8 August 2011</b>
<b>APPROVED BY:</b>	<b>Management Committee</b>
<b>REVIEW DATE:</b>	<b>August 2014</b>

# **SPONSORSHIP POLICY AND PROCEDURES**

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## **SPONSORSHIP POLICY AND PROCEDURES**

### **1. INTRODUCTION**

1.1 This policy sets out the approach of Lochalsh and Skye Housing Association (“The Association”) to sponsorship. It has been informed by Performance Standards for Registered Social Landlords (2006).

1.2 The specific performance standards that relate to this policy are:

GS 1.2 Policies and Procedures: We have high quality written policies and procedures to guide our actions.

GS 3.5 Openness and confidentiality: We are open about what we do and publish information about our activities. We provide information that people ask for, unless there are justifiable reasons for withholding it.

1.3 Schedule 7, Part 1, Section 2 of the Housing (Scotland) Act 2001 restricts the payments and benefits that the Association can grant and will be fully complied with in the operation of this policy

### **2. PURPOSE**

2.1 The Sponsorship Policy:

- Sets out the function of sponsorship.
- Sets out who is eligible to apply for sponsorship.
- Describes the criteria that applicants must meet.
- Describes the arrangement for making applications, for the disbursement of funds and other associated procedures.

### **3. DEFINITIONS**

3.1 Sponsorship is defined as financial or other support for an individual, group or an event that enables the Association to further its objectives, to positively promote the work and activities of the Association and to assist the applicant in successfully achieving their aims and objectives.

### **4. ELIGIBILITY**

4.1 The Management Committee or Sub-Committee established for the purpose will consider all sponsorship requests which must be submitted using the Association’s Sponsorship Application Form (see Appendix 1).

4.2 Any individual or organisation seeking sponsorship must have a clear connection with the community that the Association serves and applicant organisations must be a charity or be not-for-profit.

- 4.3 Some individuals, organisations or events are **not** eligible to apply for sponsorship:-
- Commercial groups;
  - Organisations that do not include or represent residents of Skye and Lochalsh or have open access for membership;
  - Organisations where individual members will benefit financially from the sponsorship.

- 4.4 Sponsorship will **not** be used to fund the following:-

- Staff salaries and ongoing costs of established projects;
- Services for individual benefit such as private counselling, professional legal advice, personal therapy, personal education courses or tuition;
- Purchase of alcohol or gambling activities;
- Activities of a religious or political nature;
- Activities that have already taken place;
- Projects that fall within statutory sector responsibility.

- 4.5 No individual, organisation or event will be sponsored for more than 2 years in succession and a period of 2 years must elapse before they can re-apply for further sponsorship.

- 4.6 No individual, organisation or event will be able to apply for sponsorship more than once in the same financial year.

- 4.7 An application for sponsorship which has not been approved cannot be re-submitted for consideration until the next financial year.

## 5. **FINANCIAL SUPPORT**

- 5.1 The Management Committee will approve a figure annually for sponsorship as part of the budget approval process.

- 5.2 No individual, organisation or event will receive more than £500 in any one year.

- 5.3 The level of financial support for each individual, team or event will be approved by the Management Committee Sub-Committee or Working Group established for that purpose.

## **6. APPLICATIONS**

- 6.1 Written requests will be considered by the Management Committee Sub-Committee or Working Group established for that purpose at the meeting following receipt of the request and must be accompanied by a copy of the current report on spend against the budget.
- 6.2 Where appropriate, the Association may request supporting financial information from applicants to enable their application be to fully assessed.

## **7. PUBLICITY AND ADVERTISING**

- 7.1 The availability of sponsorship and the granting of awards will be advertised as widely as possible and will be made known to the membership of the Association.
- 7.2 Sponsored individuals, organisations and events will be required to acknowledge the Association's sponsorship in appropriate publicity material and will be required to allow the Association to publish details of any financial support given in news releases, publications and other publicity materials.

## **8. EQUALITY AND DIVERSITY POLICY**

- 8.1 All activities undertaken by the Association will be assessed for their compliance with our Equality and Diversity Policy. We will seek to ensure that there is no risk of discrimination or unfair treatment as a result of our actions.

## **9. REVIEW**

- 9.1 This policy was approved by the Management Committee on 8 August 2011 and will be reviewed by the Management Committee or Sub-Committee set up for that purpose no later than August 2014.

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**PLEASE CONTACT THE ASSOCIATION FOR A SPONSORSHIP FORM  
01478 612035**