

BUIDHEANN TIGHEADAS LOCH AILLSE AGUS AN
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LOCHALSH AND SKYE HOUSING ASSOCIATION

SPONSORSHIP POLICY and PROCEDURES 2005/2008

DATE APPROVED:	20 May 2005
APPROVED BY:	Management Committee
REVIEW DATE:	May 2008

SPONSORSHIP POLICY

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SPONSORSHIP POLICY

1. INTRODUCTION

- 1.1 The Association may from time to time wish to sponsor local events or teams and engage in corporate promotion. This policy document sets out guidelines to be followed in respect of such activities.

2. GENERAL GUIDANCE

- 2.1 The Housing Acts restrict the payments and benefits that Registered Social Landlords can grant and the Association will comply fully with the Acts and any appropriate guidance issued by the Scottish Executive or Communities Scotland.

3. ELIGIBILITY

- 3.1 The Management Committee will consider all proposed corporate promotion or sponsorship requests which must be produced in writing.
- 3.2 All requests will be considered in accordance with the Association's Equal Opportunities Policy and equal access to payments/benefits must be assured.
- 3.3 The proposed activity must provide an opportunity to promote the work and activities of the Association.
- 3.4 With regard to the Sponsorship of individual events or clubs:-
- any team being sponsored must have a clear connection with the Community that the Association serves;
 - any prize being offered is awarded as the result of fair and open competition and is not given to an employee or a member of the governing body;
 - any employee or governing body member having connections with a team being considered for sponsorship or the award of a prize, declares this interest, and does not take part in the decision to offer the sponsorship.
- 3.5 No event or team will be sponsored for more than 3 years in succession and a period of 3 years must elapse before they can re-apply.

4. FINANCIAL SUPPORT

- 4.1 The Management Committee will approve a budget figure annually for sponsorship.

- 4.2 No individual event, team or promotional activity will receive more than £500 in any one year.
- 4.3 The level of financial support for each event, team or promotional activity will be approved by the Management Committee.

5. **APPLICATIONS**

- 5.1 Written requests will be considered by the Management Committee at the meeting following receipt of the request and must be accompanied by a copy of the current report on spend against the budget.
- 5.2 Where appropriate, the Management Committee may request supporting financial information from applicants to enable their application be to fully assessed.

6. **PUBLICITY AND ADVERTISING**

- 6.1 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.
- 6.2 Sponsored individuals and organisations will be encouraged to acknowledge the Association's sponsorship in appropriate publicity material.

7. **REVIEW**

- 7.1 This policy was approved by the Management Committee on 20 May 2005 and will be reviewed by the Management Committee or Sub-Committee set up for that purpose no later than May 2008.
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