



Policy:	Sponsorship
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1.0 Purpose

The purpose of this policy is to set out the principles and processes that apply to sponsorship sought by or offered to Riders Against Cancer Incorporated and to ensure that the club obligations under the sponsorship arrangement are met.

2.0 Scope

This policy applies to all members of RAC that are involved in sourcing sponsorships.

3.0 Policy statement

- 3.1 The fundamental principles that shape RAC's relationships with sponsors are:
- Sponsorship of RAC or of any project, program or event held by RAC, will not entitle any sponsor to influence any decision of the organisation.
 - RAC will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of RAC or adversely impact upon RAC's standing and reputation in the community. If a sponsor's products work against RAC's aims the sponsorship is prohibited.
 - RAC will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
 - All sponsorship alliances or partnerships must be consistent with existing RAC policies.

3.2 Acceptance of Sponsorship:

RAC will maximise opportunities to obtain appropriate commercial sponsorship for events, campaigns or initiatives wherever possible.

Sponsorships exceeding a single event or action shall be confirmed by letter of intent. The letter of intent shall clarify relevant aspects of:

- When the sponsor will provide payment, or make promised in kind goods or services available.
- Who the main contact(s) will be for each party.
- Any interim or final reporting agreed upon, how the agreement shall be monitored and when reviewed.
- When the agreement terminates, and how early termination is effected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled. (e.g. what happens if the event is cancelled)

The national sponsorship coordinator is to ensure that all sponsorship donations are allocated and spent in the manner for which it was provided.

RAC branches will seek local sponsorship where possible, in consultation with the national sponsorship coordinator.

No committee member or member of RAC is to receive any personal benefit as a result of a sponsorship agreement (see gift acceptance policy). If there is a conflict of interest then this must be declared on the conflicts of interest register.

3.4 Promotion:

Sponsors wishing to promote their support of RAC may use the name, logo, URL (live linked where possible), in accordance with the letter of intent. Any unauthorised use makes the existing sponsorship agreement void and disqualifies the organisation from further RAC sponsorship.

All sponsors will be recognised in the annual report. All other promotion of sponsor businesses will be as per the sponsorship guidelines.

3.5 Record keeping:

A central database will be maintained on the shared RAC drive of all discussions with potential sponsors and of all confirmed sponsorship.

Before any officer makes an approach for sponsorship to a company, they must first check the sponsorship database. If an approach has already been made previously, or a national sponsorship agreement has been entered into, then discussion must take place before they are approached again.

4.0 Roles, responsibilities and delegations

ROLE	RESPONSIBILITY
National Sponsorship Coordinator	Coordinate all national sponsorships and oversee all local sponsorships
National Treasurer	Ensure all receipts and invoices are sent to sponsors as requested
National Social Media	Ensure all promotion is carried out as per sponsorship guidelines
National Webmaster	Ensure all sponsors are acknowledged on the national web page as per sponsorship guidelines
Branch Committee	Source local sponsorship and communicate with national sponsorship coordinator

5.0 Definitions

RAC: Riders Against Cancer Incorporated

Sponsor: A person or business supporting RAC with either cash or in kind donations for a specific purpose.

Branded merchandise: clothing or goods, whether for sale, gifting or internal use, that feature the RAC logo

Sponsorship: the support of an event, activity, person or organisation financially or through the provision of products or services in return for tangible or intangible benefits