



Mid-Wales Housing Association - Policy.

Title: **SPONSORSHIP POLICY.**

Policy Statement:

1. Sponsorship is defined as a request for money from a community-based group or individual to support a specific event or provision.
2. The Association is a “not for profit” organisation and will set aside only a modest sum of money each year for the purpose of sponsorship.
3. Mid-Wales Housing will consider sponsorship of an event or provision that complies with one or more of the criteria set out below:
 - 3.1. The event or provision is linked to the business objectives of the Association.
 - 3.2. The event or provision is linked to a joint initiative or partnership arrangement in which the Association is already involved.
 - 3.3. The event or provision provides a benefit to a community where the Association also has an interest or involvement.
 - 3.4. The event or provision raises the Association’s public profile
4. A condition of sponsorship will always be an obligation on the recipient to report back to the Association on the results of the event or provision.

5. Publicity

- 5.1. Mid-Wales Housing may wish to publicise sponsorship, and groups awarded sponsorship will be expected to allow this. The Association will agree with them the precise nature of the publicity, including wording of press releases.
- 5.2. Any publicity relating to sponsorship will be undertaken by Mid-Wales Housing, at its own expense. If any group wishes to publicise sponsorship separately or independently (for example, in a newsletter), the wording must be agreed with Mid-Wales Housing.

6. Sponsorship Limitations

- 6.1. Provision of sponsorship is at the discretion of the Chief Executive.
- 6.2. The Chief Executive will aim to use the Association’s sponsorship budget to maximise the impact within its area of operation.

- 6.3. Priority will always be given to an event or provision and/ or an organisation which is local¹.
- 6.4. The Association will not normally sponsor an event or provision where resources are available through mainstream or statutory funding. Therefore requests for large scale funding or requests from statutory bodies will normally be outside the scope of this policy.
- 6.5. It will consider such sponsorship where its involvement will “unlock” larger sums of funding, but such incidence will be the subject to Board approval.

Key Performance Areas:

- A. Promotion of agreed corporate objectives as defined within the Business Plan.
- B. Perceptible increase in the profile of the Association as demonstrated through media coverage.
- C. Perceptible improvement in Association’s local reputation.

Reference No:	Sponsorship Policy-V2(Oct 2007)
Purpose:	To raise the profile of the Association To facilitate the Association’s corporate objectives.
Date of Issue:	Oct 2007.
Review Date:	Oct 2010.
Departments / Sections Affected:	All
Approved By:	by Board 17 th October 2007
Lead Officer:	Chief Executive
Statutory Compliance	<ul style="list-style-type: none"> • No specific statutory requirement to have such a policy. • Broad requirement to ensure prudent use of public funds.
Strategic Risk Factors	Sponsorship of event or organisation which will damage reputation of Association.

¹ Local is defined as within or benefiting the communities or people of Powys or Ceredigion.