

SPONSORSHIP AND DONATIONS POLICY

OBJECTIVE

This policy formalises general principles for Dulverton Waste Management (DWM) to apply to the negotiation and implementation of sponsorship agreements and granting of donations and outlines the mechanisms used to grant sponsorship and donations to organisations, events or private individuals.

DEFINITIONS

Sponsorship - a commercial arrangement in which DWM provides or receives a contribution in money or in kind to support an activity in return for certain specified benefits.

Donation - a gift or contribution to an organisation, event or private individual without conditions and/or restrictions.

POLICY STATEMENT

The main points of the policy are concerned with:

- The methods to be used in seeking, granting and negotiating sponsorship and responding to donation requests.
- Setting levels of sponsorship benefits or donations granted.
- The monitoring procedures to be used to measure sponsorship outcomes for DWM.

RESPONSIBILITIES

DWM requires requests for sponsorship or donations to be received in writing, identifying the type of assistance required, time, dates, contacts etc.

The CEO has the discretion to manage sponsorship or donations within budget. All sponsorship or donations are to be reported to the Board.

Recipients of sponsorship or donations are required to provide evidence of benefits (eg examples of promotional material bearing DWM's name and/or logo).

Recipients of sponsorship or donations must be reputable individuals or bodies whose objectives and/or products do not conflict with the values and objectives of DWM.

DWM will not become involved in providing financial support for ongoing operational funding of organisations with consideration being given to the organisation's ability to obtain funding from other sources.

DWM will not provide financial assistance for travel to individuals or groups.

If Directors or employees intend to approach a key client or contractor of DWM for sponsorship or donation on behalf of an organisation / event which is not affiliated to or being conducted by DWM, it must be declared to the Board or CEO respectively.

REVIEW

This policy will be reviewed every two (2) years.

Reference		
APPROVED BY DWM BOARD:	29 th September 2009	Minute No. 14/2-09 Audit
EFFECTIVE DATE:	29 th September 2009	
REVIEW DATE:	26 th September 2011	Minute No. 7/2-11 Audit
NEXT REVIEW DATE:	1 st September 2013	
ADMINISTERED BY:	Chief Executive Officer	