



Special Olympics New Zealand Sponsorship and Charitable Gifts Policy

Introduction

The form of sponsorship and charitable gifts useful to SONZ will be assessed in light of the project it relates to, however may be in the form of cash, a good or a service. SONZ recognises that support received by way of sponsorship or charitable gift, regardless of source and motivation will likely have an expectation of return. SONZ will assess and negotiate sponsorship partnerships that fit with its Mission and Objects and that are not inconsistent with Special Olympics International Rules and Branding Guidelines.

This Policy outlines matters for consideration when contemplating a sponsorship or charitable gift. This policy applies to all SONZ staff (employees or contracted) and Board Trustees who are tasked by the CEO to facilitate sponsorship opportunities on behalf of the organisation.

Key Principles

Transparency – the expectations and/or motivations of both parties must be clearly outlined and understood entering into any relationship.

Partnership – relationships must be useful and positive for SONZ and its membership and should be assessed to ascertain whether a long term partnership is possible.

Mutual benefit - both parties should gain from a sponsorship relationship.

Risk –no sponsorship and charitable gift should create a risk of exploitation of Special Olympics members and/or staff.

Guiding Principles

1. SONZ will at all times maintain an independent position
2. Where a potential partner produces a product(s) or provides a service that (in the opinion of SONZ) may be harmful to its membership or exploitation may occur, SONZ will decline the opportunity.
3. SONZ must ensure that it understands the origin, nature and conditions of any sponsorship or charitable gift prior to accepting it and undertake due diligence as deemed necessary.
4. SONZ may accept sponsorship or a charitable gift for research, informational and educational activities only when the content is to be determined by SONZ or an independent group designated by SONZ.
5. An agreement for sponsorship or charitable gift will be effected when deemed appropriate by the Chief Executive Officer –consideration may be given to value, longevity, and complexity of benefits.

6. Sponsorships or charitable gifts which are accepted as unspecified or general as to their use must be used for such purposes as will best advance the priorities of SONZ as determined by the Chief Executive Officer (in consultation with the Board if necessary).

7. SONZ will provide recognition commensurate with the value of the sponsorship or charitable gift. Options include (but are not limited to)

- a) Brand recognition on website, social media, banners, flags etc.
- b) Invitation to events (including presentation of medals/ribbons)
- c) Inclusion in media releases and/or Fanletter.

8. SONZ staff and Board members may generate or introduce a sponsorship or charitable gift opportunity in their personal capacity which is intended to benefit SONZ. SONZ must be made aware of any relationship that may pose a conflict in fulfilling its obligations in the relationship. Conversely SONZ, in seeking sponsorship or charitable gift, must disclose any potential conflict, and seek to understand if there are any conflicts or personal interests on the part of the potential partner.

9. A relationship must not be entered into where the Chief Executive Officer (or their delegate) has not given approval. SONZ must not enter into sponsorship or charitable gift arrangements that are inconsistent with the:

- a) Objects of SONZ (as outlined in the Constitution), its Accreditation Agreement with Special Olympics International and with Special Olympics International Rules;
- b) Be contrary to New Zealand Law (including Human Rights Legislation);
- c) Be inconsistent with the maintenance of the highest ethical standards;
- d) Be conditional upon support that implies or requires endorsement of products by SONZ Members
- e) Likely incur significant undisclosed or unplanned costs and liabilities for SONZ;
- f) Cause SONZ to apply the funds incorrectly (where it is unclear whether the funds are for a designated or general purpose).

Authority to Act

The Board of SONZ through its constitution has general powers where it may solicit, receive or enlist financial or other aid from any legitimate source whatsoever, with responsibility for the day to day operations of SONZ delegated to the Chief Executive Officer. The power to accept sponsorships or charitable gifts is an administrative matter managed by the Chief Executive Officer subject only to the obligations expressed in this policy.

Sponsorship proposal may include:

- information about the proposed sponsorship including:
 - purpose/location of the event/activity, likely attendees including guests/speakers of interest,

- benefits of sponsoring the event/activity and
 - the benefits to SONZ
- information about SONZ
- Confirmation of Sponsorship is a written document outlining:
 - the funds, goods or services the sponsor agrees to provide
 - the publicity, or benefits, SONZ agrees to provide