



Sponsorship Policy

Introduction

The Board of BeLonG To Youth Services is committed to ensuring that its financial arrangements are carried out in an ethical manner.

Purpose

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between BeLonG To Youth Services and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of BelonG To while at the same time generate additional revenues to support BeLonG To's mission.

Policy Statement

The fundamental principles that shape BeLonG To's relationships with sponsors are:

- Sponsorship of BeLonG To Youth Services or of any symposium, project, program or event held by BeLonG To, will not entitle any sponsor to influence any decisions of the organisation.
- BeLonG To 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 BeLonG To Youth Services or adversely impact upon BeLonG To's standing and reputation in the community.
- BeLonG To will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied within this policy document.
- All sponsorships alliances or partnerships must be consistent with existing BeLonG To policy statements.

- All sponsorship relationships involving BeLonG To must have a significant financial commitment from the sponsor to help offset the costs associated with the activity.
- Naming rights associated with any sponsorships must be approved by the Board.
- Sponsorship over €500 will be embodied in written contractual agreements between BeLonG To Youth Services and the sponsorship partner (See Appendix A).

Responsibilities

The Board is responsible for the development and review of this policy.

All Board members, casual, permanent and contract staff, volunteers are responsible for adhering to this policy.

Appendix A

Sponsorship Contracts/ Letters of Agreement Guidelines

Sponsorship contracts and letters of agreement involving BeLong To Youth Services must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** The dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on the Approval of the Use of the BeLong To Youth Service's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements:
"Neither party, in any situation, whether within or outside the parameters of the sponsorship shall be deemed to be the spokesperson for, or the representative, of the other party."
5. **Exclusivity:** BeLong To may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"BeLong To Youth Services agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."*
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: *"Prior to imitating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful, either party may notify the other of breach of contract in writing, sent by mail or*

courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the contract.”

9. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure BeLonG To reserves the right to cancel the sponsorship should circumstances dictate; for example: *“When circumstances beyond the control of BeLonG To Youth Services force the cancellation or substitution of a sponsored event or project, BeLonG To reserves the right to cancel without finding itself financially liable or in breach of contract.”*