



<b>Document Title</b>	Ethical Sponsorship, Partnerships and Trusted Suppliers Policy		
<b>Published</b>	March 2016	<b>Version</b>	3
<b>Date Approved by Board</b>	March 2016/Reviewed Jan 2019		
<b>Effective From</b>	March 2016		
<b>Author</b>	CEO		
<b>Reviewed</b>	January 2024		
<b>Board Approval</b>	Director Ainsley Ward January 2024		
<b>Member Consultation</b>	March 2024		
<b>Next Review Date</b>	March 2028		
<b>Change History</b>	Changes in red		

# **SCOTTISH ARCHERY ETHICAL SPONSORSHIP, PARTNERSHIPS AND TRUSTED SUPPLIERS' POLICY**



## 1. INFORMATION

Scottish Archery

[www.scottisharchery.org.uk](http://www.scottisharchery.org.uk)

[admin@scottisharchery.org.uk](mailto:admin@scottisharchery.org.uk)

## 2. COMMITMENT TO ADDRESS ETHICAL ISSUES

We actively seek opportunities to work together with external organisations to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships **and sponsorship(s)** to bring the name of Scottish Archery into disrepute.

Scottish Archery therefore seeks, so far as is practical and within the constraints of UK law;

- initiatives that do not compromise the independent status of Scottish Archery
- to ensure that the activities of organisations we work with are consistent with our organisational values

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship, partnership and trusted suppliers and cause related marketing. We welcome comments, and constructive suggestions as to how these goals can be met.

## 3. INTRODUCTION

Sponsorship can provide a good basis for a partnership between SA and an external organisation, taking many formats to suit differing needs and capabilities.

Sponsorship, when managed correctly, should benefit both organisations, but for this to happen it requires work and the understanding that both parties have a role to play. If it is not managed well, sponsorship has the potential to cause financial, reputational and operational damage to both parties. To ensure maximum benefit and to protect against liability, this policy sets out how SA will enter into sponsorship agreements.

## 4. DEFINITION OF SPONSORSHIP

For the purpose of this document, sponsorship is defined as; “Any agreement where SA or its members receives a conditional benefit from a third party”, based on the following definitions:

- **Benefit** – Any money, service or product provided by the third-party organisation. (A non-exhaustive list of examples; money, products, services, administrative support, marketing assistance etc.)
- **Conditional** – Where the benefit is provided in return for a specific action from SA (eg: a non-exhaustive list of examples could include: the displaying of logos on SA kit/equipment/webpage/letterheads or at events; preferential access to SA events/services/products/data; behavioural change on behalf of SA)

## 5. EXCLUSIONS

The following do not count as sponsorship:

- Any donations, which is where the benefit is provided without any conditions
- Any benefit for which SA pays the market rate



## 6. ADVANTAGES OF SPONSORSHIP

For businesses, sponsorship offers the opportunity to publicise the company or organisation's name through its links with SA, thereby raising its profile and image.

SA values sponsorship because it offers the opportunity for financial or in-kind support

## 7. AVOIDANCE CRITERIA

Partnerships or relationships with companies involved in any of the following activities will be avoided:

- tobacco, vaping products or supplements that would contravene the WADA regulations
- gambling or sports betting companies
- companies that would reflect Scottish Archery negatively
- any other company that the Board deems inappropriate

## 8. CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- Scottish Archery will produce a list of trusted suppliers and partner companies provided the objectives of these companies and suppliers is consistent with those of Scottish Archery.
- Trusted suppliers and partner companies must refer anyone interested in joining an archery club to Scottish Archery or a Scottish Archery affiliated club.
- Scottish Archery will not promote any products unless it is from a trusted supplier or the supplier is headline sponsor for the event/programme.
- A list of trusted suppliers and partner companies will be available on the website

## 9. ENGAGEMENT

Scottish Archery believes that benefits to both parties in the relationship can be enhanced if the partner has an input into policy issues at the commercial organisation. To this end, for substantial partnerships of more than 12 months duration, Scottish Archery will seek to establish a formal process for consultation.

## 10. PROCESS

Scottish Archery will not accept more than 10% of total income per annum from one corporate partner, nor more than 30% of total income per annum from commercial organisations, so as not to compromise our integrity. This does not include money from SportScotland or other funding streams related to this.

All cause related marketing and sponsorship with a value of more than £5,000 must be approved by the board of Directors.

Potential partners and preferred suppliers will be subject to screening by the board of directors to a level that they deem necessary.

Contracts with partners and preferred suppliers must permit Scottish Archery to withdraw from any relationship where new developments mean that areas of this ethical sponsorship policy become breached.



Agreements must be signed with any trusted suppliers or partner companies that support/work alongside Scottish Archery to provide services other than monetary sponsorship. The agreement should include clear details of what is expected from each party and be signed.

## **11. TRANSPARENCY**

A full list of corporate sponsors giving over £3,000 will be maintained on our website.

Scottish Archery will communicate its commitment to this policy to the organisation's stakeholders.

## **12. CRITERIA FOR TRUSTED SUPPLIERS AND PARTNER COMPANIES**

To become a trusted supplier or partner company we need the following:

- Company/supplier supports Scottish Archery and actively promotes Scottish Archery (no negativity)
- The criteria in sections 1-7 are all met
- A signed written agreement laying out the benefits to each party and what each party will commit to doing
- Companies/Suppliers should approach Scottish Archery to become a partner.
- All requests should be sanctioned at a board meeting or by board members via email

## APPENDIX 1



The Sponsorship Process, Associated Roles and Responsibilities

### 1. Identify

All volunteers and staff can be on the look-out for potential sponsorship opportunities for SA.

### 2. Assess

The responsibility for fully researching sponsorship rests with the relevant SA Committee or member of staff who is responsible for organising and delivering the activities to which the sponsorship relates.

### 3. Propose

Following an assessment of suitability, the details of any agreement need to be written up and provided to the relevant individuals for assessment\*.

### 4. Approval/Sign Off

For proposals where the scope of the sponsorship agreement exceeds the threshold, the SA Board has responsibility for approval and sign off. Where the agreement does not exceed the threshold, responsibility for approval and sign off rests with the individual or group organising and delivering the activities to which the sponsorship relates.

The SA Board will respond to any proposals within 14 days. The response will take the form of one of the following:

- An approval
- An outright rejection. Feedback will be provided for such rejections
- A request for amendments to the proposal prior to making a decision

### 5. Register

A central register of all agreements will be maintained by the SA Board / CEO.

It is recognised that some agreements, particularly those below the threshold, will be verbal, however the written proposal (against which any approval was made) should still be sent to SA.

\*Guidelines The following needs to be included in any proposal and provides a clear process of thought which SA sponsors, volunteers and staff can use when trying to identify suitable opportunities.

- a) What SA hopes to gain from the sponsorship and what SA can offer to the sponsor in return. (What is the benefit and what are the conditions)
- b) How SA intends to utilise the sponsorship benefits and how much time/money/input it will take for SA to fulfil its obligations to the sponsors conditions
- c) How SA can prove to the sponsor that any obligations have been met
- d) How SA intends for the sponsor to meet any agreements