



TAI CANOLBARTH CYMRU MID-WALES HOUSING

Yn barod **amdani** **Equal** to the challenge

Sponsorship Policy

Strategic Aim:	To raise the profile of the Association. To facilitate the Association's corporate objectives.
Reference No:	Sponsorship Policy
Date Of Issue:	January 2017
Next Review Date:	January 2020
Departments Affected:	All Departments
Approved By/Date:	Board of Management January 2017
Lead Officer:	Shane Perkins, Chief Executive
Statutory Compliance:	No specific statutory requirement to have such a policy. Broad requirement to ensure prudent use of public funds.

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SPONSORSHIP POLICY

Policy Statement:

1. Sponsorship is defined as a request for money from an organisation; 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 a relatively small budget 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 and/or professional profile in line with the aims of the agreed marketing strategy and/or Stakeholder Engagement Strategy.

4. Priorities

The principal purpose of sponsorship is to raise the Association’s public profile in line with the agreed marketing strategy and Stakeholder Engagement Strategy. There are five separate themes:

- 4.1. Sponsorship of events which will generate regional or national publicity;
- 4.2. Sponsorship of community events which will generate community based interest in the Association;
- 4.3. Small-scale discretionary payments where the Association can generate its own publicity.
- 4.4. Small scale payments at the discretion of the Chair (via the Chair’s Fund) aimed at encouraging the personal development of individuals under 21 years of age who are a family member of a tenant of the Association.
- 4.5. Sponsorship which promotes the Welsh language.

5. Publicity

- 5.1. Mid-Wales Housing may wish to publicise sponsorship, and groups awarded sponsorship will be expected to agree to this as a condition of the sponsorship. The Association will agree with them the precise nature of the publicity, including wording of press releases.
- 5.2. Most 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.

5.3. Where the Association's sponsorship is of a larger event or conference, said sponsorship will be conditional on the use of the Association's "corporate identity" guidelines, and approval of content.

6. Sponsorship Limitations

- 6.1. Provision of sponsorship is at the discretion of the Chief Executive, with the exception of the small discretionary budget for the Chair's Fund, which is delegated to the Chair.
- 6.2. The Chief Executive will aim to use the Association's sponsorship budget to maximise the impact and to forward its corporate aims.
- 6.3. Priority will usually 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. It will consider such sponsorship where its involvement will "unlock" larger sums of funding, but such incidents 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.

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

Strategic Risk Factors	Sponsorship of event or organisation which will damage reputation of Association.	
Tenant Engagement	<i>How does/will this policy ensure the needs of tenants are met?</i>	<ul style="list-style-type: none"> • This policy does not relate directly to the provision of services to tenants. • In a wider sense raising the Association's profile may improve access to other resources which in turn could benefit tenants.
	<i>How is it felt this Policy will impact on the rights and obligations of tenants?</i>	<ul style="list-style-type: none"> • The idea behind the sponsorship of community events in particular is to integrate the Association within the community and in part tackle the stigma attached to social housing.
	<i>Have tenants been consulted and were the outcomes of that consultation taken into account when considering the introduction of this Policy?</i>	<p>Yes, a discussion paper was taken to T&RF on 7th October, and a number of comments were made.</p> <ul style="list-style-type: none"> • Agreed that the word 'modest' should be taken out of the section under 'amount of investment' • TaRF felt the total amount should be raised to £6K and no more than £2K per section. TaRF agreed that corporate sponsorship should be cut to £2K. • TaRF felt that all events should be looked at equally not just because of the welsh language. • Priorities – mixed feelings about this but the top two agreed were 'promoting the association regionally (Powys and Ceredigion) and supporting worthy local causes. • Tenants do feel that value for money is important even though it is a relatively small budget.