

BNPOLO16 - Sponsorship Policy

We're committed to providing the best possible experience for everyone in Scouting, Sponsorship from companies to events and initiatives of Bradford North Scouts normally take the form of payment/ goods from a company in return for that company having its branding on merchandise or advertising opportunities at events. Requests are received by individuals and via events across the district. This policy includes the principles by which opportunities will be assessed, and the process used.

Companies offering sponsorship will be assessed against the criteria described below. Where an offer meets one or more of the criteria and is approved by the Trustee Board, it is then up to the budget holder to decide in the light of other commitments whether the request can be met.

To maximise the value of the sponsorship and ensure a joined-up approach, if an organisation is approaching multiple different parts of the district with the same sponsorship opportunity all sponsorship requests should be logged by the district Administrator.

This policy is held by the Trustee Board and will be reviewed annually.

Criteria

Sponsorship offers must:

- Be in keeping with [the Scout Associations values](#)
- Not contravene other policies, for example the [inclusion or diversity policy](#)

Sponsorship offers will only be considered where one or more of the following criteria are met:

- Increases Scout brand visibility
- Opens opportunities for future collaboration
- Strengthens the scout brand
- Enables the County to try new ideas
- Is something the County is unable to do itself
- Offers value for money

Promotion of Business at district Events

If a company is running an activity at a **district** Event and wishes to promote its business, then the following criteria shall apply:

For businesses / charities that are being paid to run an activity:

- Promotion by the way of a banner (i.e., behind the activity or at the side of the activity) is permitted.
- Flyers are permitted to be available for members to pick up (please note this should not be touting for business in handing out as people pass)
- If businesses wish to do more than the above i.e., sell items then a reduction in price for running the activity should be expected (subject to the business meeting the criteria for the Sponsorship policy)
- Companies must be made aware of the **district** Photography and Privacy policies and any photos / publicity agreed up front.

For businesses/ charities that are running activities for free:

- The business or charity must meet the sponsorship criteria
- Promotion is agreed by the event organiser but must not detract from the event or the scouting brand.
- In the event the business / charity is selling something – this must be considered by the organisers of the event to be a fair price for members.
- It must be clear in literature that the **district** is not endorsing the business or charity.
- Companies must be made aware of the **district** Photography and Privacy policies and any photos / publicity agreed up front.