

# SPONSORSHIP POLICY

<u>Procedures number</u>	4140	<u>Version</u>	1
<u>Drafted by</u>	Secretary	<u>Approved by Branch Executive on</u>	21 June 2019
<u>Responsible person</u>	Secretary	<u>Scheduled review date</u>	June 2021
<u>Affects</u>	Employees, EOs & Elected Reps	<u>Subject Area/Chapter</u>	Values

## INTRODUCTION

The Branch Executive 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 the Union 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 the Union while at the same time generate additional revenues to support the Union's activities.

## POLICY

The fundamental principles that shape the Union's relationships with sponsors are:

1. Sponsorship of the Union or of any symposium, project, program or event held by the Union will not entitle any sponsor to influence any decision of the organisation;
2. The Union 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 the Union or adversely impact upon the Union's standing and reputation in the community.
3. The Union will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy;
4. All sponsorship alliances or partnerships must be consistent with other existing Union policies.

## AUTHORISATION

Secretary  
AEU NT Branch