



## POLICY ON SPONSORSHIP

### INTRODUCTION

The Supervisory Board of Eurodiaconia has identified the long term financial sustainability of the organisation as a high priority in the organisational development of Eurodiaconia. Currently, 64% of the Associations' funding comes from the European Commission under a framework partnership agreement.

The Supervisory Board wishes to ensure that there are the financial resources to continue to provide high-quality work in line with our vision, mission and strategic plan. To this end, a financial strategy has been adopted that seeks to reduce the reliance on one source of funding and part of this strategy includes the exploration of possible partnerships and sponsorship.

The Supervisory Board also noted that Eurodiaconia must have given considerable thought to both the risks and opportunities inherent in partnership and sponsorship opportunities.

To enable decisions on sponsorship to be taken with this in mind, it was proposed to develop a draft policy on sponsorship to be considered when exploring possible opportunities.

The Policy was drafted with the following considerations in mind:

- Eurodiaconia's approaches to sponsors should be considered as opportunities to build friends and supporters for our mission and vision.
- The criteria for review should be reasonable and realistic.
- The review and oversight process should not be overly cumbersome.
- Our Christian identity must not be compromised in any way.
- Over time, the review process will build a body of knowledge for accepting and soliciting sponsorships.

The Policy applies to all sponsorships received by Eurodiaconia, solicited or unsolicited. European Commission grants and contracts, and grants from independent foundations are not classified as sponsorships and need not be evaluated.

### DEFINITION

For the purposes of this policy, the following definition will be used:

*Sponsorship:* A sponsorship arrangement is a business arrangement whereby the private sector partner commits resources (monies and/or in-kind resources) to support a specific project or activity, but does not share in the profits or underlying risks of the project. The private sector contributes funds to an event, program or even a capital project and receives a benefit (e.g., specific image and marketing opportunities) from the associated publicity.

Sponsorship can occur when the two partners (e.g., Eurodiaconia and the private sector sponsor) share objectives and usually the private sector sponsor wants visibility. A sponsorship agreement covers a specific performance of work. The sponsor provides resources (e.g., money, staff, products or services) and receives a benefit (e.g., marketing or advertising opportunity).





## GENERAL ASSUMPTIONS

Three general assumptions will shape the acceptance of all sponsorships. They are:

- Eurodiaconia will solicit and accept support only for projects and activities that are consistent with the Association's mission and values
- Eurodiaconia's name, logo and other intangible intellectual assets must be protected at all times.
- The Eurodiaconia Supervisory Board will approve all proposals for sponsorship although preparatory work may have been carried out by the Secretariat.

## GENERAL PRINCIPLES FOR SPONSORSHIP

Overall, the purpose of the review is to determine the balance of the benefit to Eurodiaconia in relation to the risks and costs of collaborating with the sponsor. On a case-by-case basis, the following conditions should be considered in determining the benefits and risks of accepting a sponsorship and each proposal of sponsorship should be discussed in line with the following points. These points should also be presented to potential sponsors in the early stages of discussion.

### Principles for Commercial Support or Sponsorships

1. Eurodiaconia will at all times maintain an independent position on social policy and religious issues and concerns.
2. Eurodiaconia will solicit and accept support only for projects and activities that are consistent with the Association's mission and objectives.
3. Eurodiaconia will maintain complete control of all funds provided from commercial supporters for educational activities.
4. It is the policy of Eurodiaconia not to provide product or service endorsements.
5. Acknowledgments for commercial support will be limited to company name, logos or slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers.
6. Eurodiaconia's intangible intellectual assets, including the Association's name and logo, will be protected at all times. Sponsors will not be permitted to use Eurodiaconia's name or logo for any commercial purpose or in connection with the promotion of any product.
7. Eurodiaconia will be vigilant at all times to avoid any real or apparent conflict of interest in accepting sponsorships.
8. It is agreed that Sponsorships will not be accepted from tobacco companies, alcohol companies, and manufacturers of firearms and weapons of mass destruction. In the event that the sponsor corporation is part of a corporate conglomerate with ties to tobacco, alcohol or the manufacturer of firearms or weapons of mass destruction, the sponsor corporation as well as the relationship between the sponsor corporation and the conglomerate would be reviewed.
9. When a potential sponsorship is proposed it is recommended that a discreet initial assessment by staff be done as a prospect is identified or is self-identified as in the case of unsolicited requests to partner with Eurodiaconia. The assessment will be based on available current knowledge, including web sites, a review of written materials, newspapers and contact with appropriate Eurodiaconia members.

Agreed by the Eurodiaconia Supervisory Board on 25 January 2012