

# Sponsorship and Donations Policy

Adopted by the Board: 25 May 2021

Effective Date: 26 May 2021



**BASKETBALL ACT**

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Policy last updated and approved by BACT Board:	<b>25 May 2021</b>
Next policy review date:	<b>May 2023</b>
Responsible person:	Chief Executive Officer

## **1. Purpose**

Acceptance of sponsorship and donation needs to fit within an ethical framework and involve fair and transparent arrangements, accountability as well as valuable returns. This policy is designed to minimise the risks and maximise the benefits for Basketball ACT when managing sponsorship and donations.

Board Members and Executives of Basketball ACT must take decisions as to whether to accept or refuse gifts or sponsorship, in the best interest of the organisation.

Board Members or Executives must not allow individual or collective views on political or ethical issues, not directly related to the interests of Basketball ACT, to affect their judgement when making these decisions.

## **2. Definition**

Sponsorship is a business arrangement where Basketball ACT provide marketing and communication opportunities to the value of the sponsorship normally given in the form of cash or in-kind services. Sponsorship means you are willing to promote and be associated with the sponsor's brand, products and services.

A donation is a product, service or cash gift that is given to Basketball ACT by an organisation, company or individual with no benefit other than personal recognition (e.g. a letter of thanks).

## **3. Risks of poor decisions relating to acceptance of sponsorship and donations.**

- a) Reputational damage arising from association with organisations or individuals perceived to be engaged in unethical activities.
- b) Financial loss arising from a failure to effectively manage relationships with potential donors or sponsors.
- c) Failure to carry out statutory obligations (such as WHS requirements, statutory reporting) as a result of relationships with donors or sponsor.
- d) Acceptance of tainted donations and consequential reputational damage arising from complicity with illegal activities.

#### **4. Policy**

Basketball ACT should actively engage in fundraising and seek voluntary and corporate support from a variety of sources. Each donation or sponsorship should be considered on its own merits.

Sponsorships or donations can be accepted unless **harm** could arise, for example:

- a) Where acceptance of a gift or sponsorship interferes with, or has the potential to interfere with, Basketball ACT's ability to fulfil its aims, statutory obligations, or other objectives.
- b) Where acceptance of a gift or sponsorship and any terms attached to it might lead to an undue and inappropriate third-party influence, or impression of such influence, on decisions within Basketball ACT.
- c) Where the acceptance of a gift or sponsorship would substantially damage Basketball ACT's reputation among its supporters and the public at large, or incur criticism from the press, public, or any other relevant community of Basketball ACT stakeholders.
- d) Whereby accepting a gift or sponsorship, existing and future relationships with donors, clubs, players or other key stakeholders will be jeopardised.
- e) Where there is the risk of the donor or sponsor not being able to honour the gift or sponsorship in full or in part or that Basketball ACT cannot deliver promised benefits.
- f) Where the acceptance of a gift or sponsorship could give rise to an inference of complicity with illegal activities.
- g) Where it would be unlawful to accept it.
- h) There is a significant risk that acceptance may cause harm to Basketball ACT, and any such harm is likely to be disproportionate to the benefit that Basketball ACT will derive from acceptance of the gift or sponsorship.
- i) The conditions attached to accepting the gift or sponsorship outweigh its value to Basketball ACT.

#### **5. In establishing a sponsorship arrangement Basketball ACT should ensure that:**

- a) A sponsorship arrangement does not impose or imply conditions that will limit, or appear to limit, Basketball ACT's ability to carry out its operations effectively and impartially.
- b) If sponsorship involves the explicit endorsement of the sponsor or the sponsor's product or services, or the provision of the sponsors product or services to players, coaches,

referees, clubs or other stakeholders, the service/product should be evaluated for its appropriateness against the objectives of Basketball ACT.

- c) The Board and Employees of Basketball ACT do not receive personal benefit from a sponsorship.
- d) That sponsorships are sought by calling for expressions of interest or using other broadly-based mechanisms not limited solely to close relationships or invited sponsors.
- e) Sponsorship agreements are described in a written agreement.
- f) All sponsorship agreements smaller than the value of \$50,000 and less than two years are to be approved by the Chief Executive Officer after assessment of sponsorship proposals against this policy to ensure that no harm can arise from the acceptance of a sponsorship.
- g) All sponsorship arrangements over the value of \$50,000 and greater than two years are to be approved by the Board after assessment of sponsorship proposals against this policy to ensure that no harm can arise from the acceptance of a sponsorship.
- h) Sufficient resources are made available to enable the promised benefits to sponsors are delivered.

**6. In accepting a donation Basketball ACT should ensure that:**

- a) A donation does not impose or imply conditions that will limit, or appear to limit, Basketball ACT's ability to carry out its operations effectively and impartially.
- b) Donations may be accepted by Chief Executive Officer after an assessment of the donation is made against this policy to ensure that no harm can arise from the acceptance.
- c) No anonymous donations are to be accepted unless through a recognised third party such as a recognised charity.

**7. Outline of a sponsorship assessment:**

1. Description of sponsorship activity	
2. Organisation providing sponsorship	
3. Support type and value to be provided (money, goods, pro-bono services)	

4. Actions / activities required from Basketball ACT (financial / staff hours)	
5. Proposed date of implementation and length of agreement	
6. Assessed against potential harms?	
7. Any risk mitigation / review agreed?	
8. Agreed by Board?	

**8. Outline of a donation's assessment:**

1. Description of donations activity	
2. Organisation providing donations	
3. Support type and value to be provided (money, goods, pro-bono services)	
4. Actions / activities required from Basketball ACT (financial / staff hours)	
5. Proposed date of implementation and length of agreement	
6. Assessed against potential harms?	
7. Any risk mitigation / review agreed?	
8. Agreed by Board?	