

# NATIONAL PARKS

## Britain's breathing spaces

PARCIAU CENEDLAETHOL PRYDAIN  
Lle i enaid gael llonydd  
PÁIRCEAN NÁISEANTA  
Áiteachan analachadh bhreatainn

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UK ANPA is an unincorporated association. VAT registration number 891 7386 75

NFNPA 494/16  
Annex 1

### Sponsorship Policy

#### 1. Introduction

- 1.1 This Policy covers sponsorship received support given to National Parks UK (NPUK) by external organisations.
- 1.2 The object of this policy is to:
  - Define what we mean by sponsorship.
  - Provide a consistent process for the treatment of sponsorship within NPUK.
  - Co-ordinate our activity to achieve efficient use of resources and to obtain value for money.
  - Apply good practice in NPUKs involvement in sponsorship activity to maximise the benefits and minimise the risks of sponsorship activity to NPUK.
- 1.3 This document provides guidance to ensure that sponsorship activity is approached consistently and fits with NPUKs strategic aims, corporate and business plans. Any sponsorship activity should also act as a vehicle for supporting, enhancing or endorsing NPUKs brands and values.
- 1.4 As it develops, national corporate sponsorship should be part of a long-term plan and sponsorship provision should be incorporated into the NPUKs financial planning process. However, certainly in the early years ad hoc opportunities may be the norm and these will be considered on merit in line with this policy. This will ensure that any resource required will be targeted and effective.

#### 2. Scope of Sponsorship

- 2.1 The policy covers all sponsorship provision regardless of amount, type (e.g. financial or goods/ services), or geography.
- 2.2 NPUK will consider all requests for sponsorship openly and transparently. They will be considered against the following criteria:
  - Fit with all UK National Park's Statutory Purposes
  - Quality
  - Value for Money
  - Does not damage the UK National Park brand or values.
- 2.3 All sponsorship requests will also be reviewed and considered for potential risk of conflict of interests arising in a sponsorship arrangement. For example:
  - A potential sponsor has submitted a planning application to an NPA
  - A potential sponsor is involved in tendering for a contract with an NPA
  - A potential sponsor is actively lobbying an NPA

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### 3. Definitions

3.1 The definition of sponsorship is a contribution of money or 'in kind' given by an organisation or company to UKNP for mutual benefit or solely for the benefit of UKNP.

This can often include a sponsoring organisation having an expectation that it will be publicly acknowledged for this support. The stimulus for the sponsorship can be either from NPUK or the recipient.

3.2 There are many different reasons for organisations to sponsor NPA activity, including:

- Raising the public profile and reputation of that organisation and making potential customers aware of their products and services in order to increase sales
- Increase brand name retention especially when the sponsor's name appears as part of the event or product title.

### 4. NPUK approach to sponsorship

4.1. NPUK will

- Consider all sponsorship requests in an open and even-handed way and measure the request against the assessment criteria outlined in this document.
- Enter into a formal sponsorship contract with external organisations.
- Only consider sponsorship agreements with organisations whose products, policies and values do not undermine the brand and values of NPUK.
- Seek to work with organisations with high and recognised environmental performance or who are seeking to improve their own environmental performance, or whose products seek to support ethical or green consumer behaviour
- Provide a reasonable and proportionate return to the donor, such as organising events for the media and senior representatives, reports on activities and on site and indirect interpretation of support
- Ensure the confidentiality of client records through any sponsorship agreement. Under no circumstances will the NPUK provide access to client records or databases.

### 5. Sponsorship Benefits

5.1 The benefits of working with business can come in many ways and it is important that NPUK maximises the benefits of any partnership.

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### 5.2 Benefits we would consider essential:

- The ability to maximise the communications opportunities of working with well-known and respected brands, eg through NPUK websites, promotions and media events
- To ensure appropriate use and promotion of the NPUK brand on any sponsors' publicity. This can include brochures, advertising, websites, exhibition materials, signage, information packs etc.
- Ensure the inclusion of NPUK brand on any of the sponsors press releases or media activity
- If materials or reports are produced as part of the activity, these could be made available for NPUK staff to access.
- Reports, evaluations, data and lessons learned should be gathered and stored centrally to ensure that lessons learned are shared across NPUK where this can be done preserving appropriate data restrictions

### 5.3 Benefits we would consider welcome:

- Showcasing NPUK's products and services where possible
- If the sponsorship is surrounding an event or conference, we may wish to take the opportunity to provide a speaker from NPUK and also to allow some staff to attend the event free of charge