



## **Sponsorship and Corporate Partnership Policy**

### **1.0 Introduction**

The New Forest National Park Authority actively seeks opportunities to collaborate with companies, other organisations, or individuals ~~external organisations~~ to achieve shared objectives and to grow investment in the New Forest. This includes sponsorship or any form of donation of money, skills or other resources such as gifts in Wills, gifts in kind, pro-bono work, and corporate donations. ~~We also seek opportunities for income generation through sponsorship and corporate partnership.~~

However, as a public body and planning authority it is vital that we maintain our independence, and that we do not allow ~~external partnerships such collaborations~~ to bring the name of the Authority into disrepute.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address investment from sponsorship and corporate partnership to or through/via the Authority and ~~is intended to replace~~ all previously adopted policies on this subject. It has also been devised to tie in with the National Parks Partnerships Ltd sponsorship policy.

The Authority encourages all its partnership projects and organisations and projects to adopt similar policies. However, we cannot be deemed responsible for any sponsorships or corporate partnerships which theyour partners might accept whichthat would not have been accepted by the Authority directly. We welcome comments, feedback, and suggestions as to how these goals can be met.

### **1.1 National Park Purposes and Duty**

The New Forest National Park Authority (the Authority) has the statutory purposes and socio-economic responsibilities as specified in the Environment Act ~~of~~ 1995:

- To conserve and enhance the natural beauty, wildlife, and cultural heritage of the area
- To promote opportunities for the understanding and enjoyment of the special qualities of the Park by the public.

Working in partnership with other organisations it is also the Authority's duty to seek to foster the economic and social wellbeing of the local communities within the National Park.

### **2.0 Definitions**

For the purposes of this policy, the following definitions apply:



~~'sponsor' or 'corporate partner' is defined as any organisation making a financial contribution to the Authority, and includes businesses, social enterprises and Trusts.~~

~~For the purposes of this policy, corporate support will be considered as "sponsorship", "corporate partnership" and "corporate volunteering".~~

'Sponsorship' ~~is defined as means~~ 'an agreement between the Authority and ~~the an individual or organisation –(the 'sponsor')–,~~ where the Authority receives either money or a benefit in-kind for a specific event, campaign or project from an organisation which in turn gains publicity or other benefits.

'Corporate partnership' ~~is defined as means~~ 'a commercial activity by which the Authority forms a partnership with a business ~~–(the 'corporate partner')–~~ for mutual benefit. This might involve ~~the~~ use of the Authority's name and/or logo in conjunction with the sale of the business' goods or services.'

'Corporate volunteering' ~~is defined as means~~ a team building activity for a group of corporate employees ~~engaged in wildlife conservation tasks in the Forest~~ under the supervision of suitably qualified Authority employees, ~~and for which they are charged a fee.~~

~~For the purposes of this policy, "sponsorship", "corporate partnership" and "corporate volunteering" will be considered referred to collectively as 'individual and corporate support', and 'individual and corporate supporter' should be construed accordingly.~~

### 3.0 Objectives

- 3.1 To ensure the Authority adopts a consistent and professional approach towards ~~individual sponsorship and corporate support~~ partnerships.
- 3.2 \_\_\_ To ensure the Authority's position and reputation are ~~adequately~~ protected in ~~corporate~~ sponsorship and corporate partnership agreements.
- 3.3 \_\_\_ To protect members and officers of the Authority from allegations of inappropriate dealings or relationships with ~~corporate supporters~~ sponsors or corporate partners.
- 3.4 \_\_\_ To ensure best value for the Authority is obtained and provided in arrangements with individual and corporate supporters, whilst also offering individual and corporate supporters attractive packages that offer value for money for both parties.

### 4.0 General Principles



- 4.1 \_\_\_ The Authority will endeavour, where possible and appropriate, to work in partnership with individuals and with local, national, and international organisations to identify opportunities for sponsorship that will be of mutual benefit.
- 4.2 \_\_\_ The Authority welcomes all opportunities to work in such partnerships, but will focus on working with individuals and organisations whose policies and values align with the strategic objectives and values of the Authority.
- 4.3 \_\_\_ The Authority sees such relationships as opportunities to share expertise and to encourage corporate supporters to integrate environmental and social considerations into their business strategy and to become environmental and social leaders within their business sector and areas of influence.
- 4.4 \_\_\_ Relationships with individual and corporate supporters will be based on the principles of mutual respect, integrity, and independence. The Authority will not enter into ~~funding~~ agreements that contain any clauses that might restrict the Authority's ability to set, implement or communicate about policy issues relating to its ~~P~~urposes and ~~Duty~~duty. Individual and corporate supporters should be aware that the Authority may object also reserves the right to publicly object to any development / activity of the individual and corporate supporter that is not compatible with the Authority's ~~Purposes~~ purposes and ~~Duty~~duty.
- 4.5 \_\_\_ The Authority will not enter into any ~~corporate~~ sponsorship or corporate partnership arrangements where it might be perceived that such an arrangement has or may be thought to have:
- influenced the Authority or its members or officers in carrying out its functions
  - gained favourable terms from the Authority in any business or other matter
  - aligned the Authority with any organisation ~~which that~~ conducts itself in a manner ~~which that~~ conflicts with the Authority's values.
- 4.6 \_\_\_ The Authority encourages its individual and corporate supporters to demonstrate a willingness to reduce their environmental and social impact ~~of their business~~. This ~~might, for example, ay~~ take the form of implementing an environmental policy, evidence of environmentally friendly practices, and/or a willingness to adopt a policy to improve environmental performance.
- 4.7 \_\_\_ The sponsorship or corporate partnership arrangement will be wholly transparent, with provision for public scrutiny. The Authority will not endorse the products or services of a corporate supporter. No individual or partner organisation should infer that acknowledgement of its support by the Authority represents endorsement of its policies, actions, or products. All arrangements with individual or corporate partners will be in the public



domain and will be reported within the Authority's Annual Report and Accounts.

4.8 No individual or partner organisation should infer that acknowledgement of its support by the Authority represents endorsement of its policies, actions, or products.

4.89 The Authority retains the right to review and / or terminate any sponsorship and corporate relationship partnership at any time. Fourteen days' notice of intention to terminate will be given in writing, together with full reasons for the decision to terminate. Before terminating the relationship sponsorship or corporate partnership, the Authority will, if appropriate, attempt make every effort to re-build the relationship, provided that the Authority's integrity and reputation is not compromised.

## **5.0** Use of Authority name and logo

5.1 The Authority agrees to will provide appropriate recognition of individual or corporate support in publications and on its website, and as appropriate to any sponsorship or corporate partnership agreement.

5.2 Where approved by the Authority, the corporate partner may be permitted the use of the Authority's logo in certain defined promotional materials and as part of a mutually beneficial partnership. The terms of usage of the Authority's logo will be determined on a case by case basis.

5.3 In particular, The Authority reserves the right to approve the any use of the the Authority's name and, logo and as well as all language / 'branding' related to statements recognising the individual or corporate support will need prior approval by the Authority.

5.4 All sponsorship and corporate partnership arrangements will be subject to a written contract to be signed by both to be agreed by the parties, and

The corporate partner may be permitted the use of the Authority's logo in certain defined promotional materials and as part of a mutually beneficial partnership. The particular terms of usage of the Authority's logo will be determined on a case by case basis and formalised under contract.

## **6.0** Exclusions

6.1 The Authority will not work with, or accept donations from, organisations whose activities, policies, aims, or objectives are or have in the past been contrary to our statutory purposes and duty towards protecting the special qualities of the New Forest.



6.2 The Authority will not have relationships with organisations or industries whose principles, policies or conduct are in obvious conflict with the Authority's values or where, in the Authority's view at our discretion, public perception of such organisations and industries might undermine the Authority's reputation or credibility and/or damage our relationship with our stakeholders.

### 7.06.0 Procedures

67.1 Any member or officer planning to approach an individual or organisation with a proposal for individual or corporate support should first consult with the Communications Manager-Corporate Partnerships Officer in order that any approach can be co-ordinated.

67.2 The Corporate Partnerships Officer-Communications Manager will maintain a status report detailing the status of discussions with current and potential individual and corporate partners/sponsors/supporters. The Status Report will be circulated monthly to the Executive Leadership Team, and to the Chairman and members, as and when there is information to share, and on a quarterly basis to Members.

67.3 A members' group comprising the Chairman of the Authority and the Chairman of the Resources, Audit and Performance Committee will consider potential individual and corporate supporters where the arrangement in question would be to a value of over £10,000, or those below that amount if Officers consider there to be significant risk or complexity. The group will m and make recommendations to the Authority as to the suitability of any sponsors or partners and any particular arrangements pertaining to their support relationship.

6.3 Members will receive notification of new arrangements with corporate supporters via the Members Bulletin.

67.4 When, at the request of the members' group, a decision is required relating to any aspect of individual and corporate supporters that cannot wait until the next Authority meeting, all members will be contacted for their views and asked to support the Chief Executive's use of delegated powers to enter into the arrangement on behalf of the Authority.

6.4 A Members group comprising the Chairman and Deputy Chairman of the Authority and the Chairman of the Resources, Audit and Performance Committee will consider potential corporate partners and make recommendations to the Authority as to the suitability of any partners and arrangements pertaining to their support.

6.5 When, at the request of the members' group, a decision is required relating to any aspect of corporate partnerships that cannot wait until the next Authority meeting members will be contacted for their views and asked to support the Chief Executive's use of her delegated powers to enter into the arrangement on behalf of the Authority.



~~6.56 A formal contract between the Authority and any corporate supporter will be required for all sponsorship or partnership agreements.~~

~~6.7 In the case of corporate volunteering, the Corporate Partnerships Officer will consider requests for volunteering events on a case by case basis. Only those proposed corporate partners who are considered to comply with the General Principles set out at paragraph 4 of this policy shall be offered volunteering events.~~

## **78.0 Marketing and Media**

~~78.1~~ Media relations for all sponsorship **and corporate partnership** agreements will be handled by the Authority's Communications Manager.

~~78.2~~ The Authority will agree with the **relevant** sponsor or corporate partner the nature and content of the publicity. **No publicity will be issued without the Authority's prior approval and will retain the right to approve all publicity material.**

~~78.3~~ The use of the Authority's logo on any **sponsor or** corporate partner's **or sponsor's** publicity must be **expressly** approved by the **Communications Manager**. **If in the case where an individual or** corporate supporter uses the **Authority's** logo **without approval, without prejudice to other remedies available to it the Authority may in any way that has not been approved by the Authority, then the Authority has the right to terminate the contract with that sponsor or corporate partner.**

## **98.0 Transparency**

~~9.1~~ A full list of corporate sponsors will be maintained on the Authority's website. **Sponsors may request to remain anonymous and, if the Authority considers this where considered appropriate and practicable by Officers, this will be respected** (subject to appropriate disclosure laws).

A copy of this policy will be displayed on our website.

~~April 2015~~ Policy updated March 2021