



Sponsorship Policy

AM 594-21 Annex 1

1.0 Introduction

The New Forest National Park Authority actively seeks opportunities to collaborate with companies, other organisations, or individuals 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.

However, as a public body and planning authority it is vital that we maintain our independence and that we do not allow such collaborations to damage the Authority's reputation.

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 the Authority and replaces all previously adopted policies on this subject. It has also been devised to tie in with the National Park Partnerships Ltd sponsorship policy.

The Authority encourages all its partnership organisations and projects to adopt similar policies. Clearly, however, we cannot be deemed responsible for any sponsorships or corporate partnerships that our partners might accept that 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 1995 (together, the 'Purposes and Duty'):

- 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:



‘Sponsorship’ means an agreement between the Authority and 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’ 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’ means a team building activity for a group of corporate employees under the supervision of suitably qualified Authority employees, for which they are charged a fee.

For the purposes of this policy, ‘sponsorship’, ‘corporate partnership’ and ‘corporate volunteering’ will be 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 ethical and professional approach towards individual and corporate support.
- 3.2 To ensure the Authority’s position and reputation are protected in sponsorship and corporate partnership agreements.
- 3.3 To protect members and officers of the Authority from allegations of inappropriate dealings or relationships with sponsors or corporate partners.
- 3.4 To ensure best value for the Authority is obtained and provided in arrangements with individual and corporate supporters.

4.0 General Principles

- 4.1.0 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. Environmental and social policies will be requested.
- 4.3 The Authority sees such relationships as opportunities to share expertise and values, and also to encourage corporate supporters to integrate



environmental and social considerations into their business strategy and to become environmental and social leaders within their 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 agreements that contain clauses that might restrict the Authority's ability to set, implement or communicate policy issues relating to its Purposes and Duty. Individual and corporate supporters should be aware that the Authority may object to any development / activity of the individual and corporate supporter that is not compatible with the Authority's Purposes and Duty.
- 4.5 The Authority will not enter into any sponsorship or corporate partnership arrangements where it might reasonably be perceived that such an arrangement has or may be thought to have:
- a) influenced the Authority or its members or officers in carrying out its functions
 - b) gained favourable terms from the Authority in any business or other matter
 - c) aligned the Authority with any organisation that conducts itself in a manner 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. This might, for example take the form of implementing an environmental and social impact policy, supporting local communities, 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. All arrangements with individual or corporate partners will be in the public domain and may 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.
- 4.9 The Authority retains the right to review and / or terminate any sponsorship or corporate partnership at any time.
- 5.0 Use of Authority name and logo**
- 5.1 The Authority 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, any use of the Authority's name and logo as well as all language/'branding' related to statements recognising the individual or corporate support will need prior written approval by the Authority.
- 5.4 All sponsorship and corporate partnership arrangements will be subject to a written contract to be agreed by the parties.

6.0 Exclusions

- 6.1 The Authority will not work with or accept donations from organisations whose activities, policies, aims, or objectives are contrary to our Purposes and Duty.
- 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 judgement, public perception of such organisations and industries might undermine the Authority's reputation or credibility and/or damage our relationship with our stakeholders and/or the general public.

7.0 Procedures

- 7.1 Any member or officer planning to approach, or who has been approached by an individual or organisation with a proposal for individual or corporate support should first consult with the Communications Manager in order that any approach can be co-ordinated.
- 7.2 The Communications Manager will maintain a status report detailing the status of discussions with current and potential individual and corporate supporters. The Status Report will be circulated to the Executive Leadership Team, Chairman and members, as and when there is information to share.
- 7.3 The Communications Manager and Chief Finance Officer will scrutinise and make a decision on potential individual and corporate supporters where the arrangement in question would be to a value of under £10,000. For proposals of over £10,000 - or those below £10,000 if officers consider there to be significant risk or complexity - the Communications Manager and Chief Finance Officer will consult with the Chairman of the Authority and the Chairman of the Resources, Audit, and Performance Committee, and make recommendations to an Authority meeting as to the suitability of any sponsors or partners and any particular arrangements pertaining to their support.



- 7.4 When a decision is required relating to any aspect of individual and corporate support 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.

8.0 Marketing and Media

- 8.1 Media relations for all sponsorship and corporate partnership agreements will be handled by the Authority's Communications Manager.
- 8.2 The Authority will agree with the relevant sponsor or corporate partner the nature and content of the publicity. No publicity should be issued without the Authority's prior approval.
- 8.3 The use of the Authority's logo on any sponsor or corporate partner's publicity must be contractually approved by the Authority. If an individual or corporate supporter uses the Authority's logo without approval, without prejudice to other remedies available to it the Authority may terminate the contract with that sponsor or corporate partner.

9.0 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 appropriate and practicable, this will be respected (subject to appropriate disclosure laws).

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

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