



## **SPONSORSHIP POLICY**

### **Purpose**

1. The purpose of this policy is to:
  - a. Provide a framework for determining when the RMLA will enter into sponsorship arrangements;
  - b. Ensure the consistent and transparent development, evaluation, and management, of sponsorship arrangements, and that any risks associated with such sponsorship are minimised or avoided;
  - c. Ensure RMLA sponsorship arrangements align with the Association's objective, strategic plan, policies, the Objects in its Rules, and maintain its reputation as an independent bipartisan professional association;
  - d. Ensure that RMLA's main income source (membership subscriptions) is diversified through sponsorship income, and pursue sponsorship opportunities to progressively reduce the extent of reliance on membership subscriptions.
  - e. Ensure that RMLA's sponsor base is strengthened with growth in the number of large sponsors providing significant annual support and an overall strengthening of sponsor satisfaction and relationships consistent with long term loyalty.
2. This policy and associated guidelines should be followed by the National Committee, Conference Committees, and Regional Committees, or any person retained by RMLA to promote sponsorship opportunities, when making decisions about sponsorship arrangements.

### **Policy Statement**

3. RMLA may enter into sponsorship arrangements which provide specified or tangible benefits to the RMLA and that align with the RMLA's objective, strategic plan, policies and the Objects in its Rules.

4. In accordance with the above, RMLA may provide sponsorship within annual budget allocations and may receive sponsorship which develops, supplements, or offsets the costs of RMLA's services, activities, scholarships, programs and events.

### **Policy Scope**

5. This Policy applies to all sponsorship arrangements entered into by the RMLA and includes both sponsorship provided by the RMLA and sponsorship received by the RMLA. This Policy does not apply to other forms of funding received by RMLA such as grants, scholarships, donations, advertising or joint ventures.

### **Key Principles**

6. The following key principles are to be applied when determining sponsorship arrangements in accordance with this Policy:
  - a. RMLA Benefit - All sponsorship arrangements must provide a specified or tangible benefit to the RMLA and its members such as through educational, social or broader benefits to the RMLA membership. Prior to entering into sponsorship arrangements for any sum greater than \$10000, analysis of the benefits to the RMLA and its members should be undertaken.
  - b. Alignment - All sponsorship arrangements should align with RMLA's objective, strategic plan, policies, and the Objects in its Rules.
  - c. Risk Management - Potential risks to the RMLA should be assessed prior to entering into sponsorship arrangements and be managed. These include conflicts of interest (actual and potential), reputation as an independent bipartisan professional association, or potential upset or embarrassment to the RMLA or its members.
  - d. Avoidance or management of direct or indirect personal benefits to RMLA National or Regional Committee members, (including members' employees/businesses) or relevant organising committee.
  - e. Avoidance or management of inappropriate influences by the sponsor/sponsorship recipient.
  - f. Avoidance or management of perceptions of favouritism of larger sponsors, such as through purchase of product/user of services/awards.

- g. The principles and procedures for sponsor selection as set out in the RMLA Annual Conference Policy document including to promote diversity within the range of sponsors of RMLA activities, recognise the value of ongoing relationships with existing sponsors, and ensure resilience through the relative timing, type and duration of sponsorship arrangements (i.e. laddering).
- h. Open and transparent decision making and financial management of sponsorship by applying these principles and guidelines in a transparent and consistent manner across sponsorship arrangements for all relevant RMLA activities.

### **Methods**

- 7. In the negotiation of sponsorship arrangements, the commercial value of the arrangement including any cash and/or in kind contributions must be clearly identified.
- 8. Sponsorship arrangements with a value over \$5,000 must be agreed to by signing a formal sponsorship agreement.

### **Types of Sponsorship**

- 9. The types of sponsorship that the RMLA may consider as sponsorship arrangements include:
  - a. Annual Conference;
  - b. Roadshow events;
  - c. RMLA social events at a regional or national level;
  - d. RMLA awards;
  - e. RMLA scholarships;
  - f. Joint initiatives between the RMLA and other entities such as academic or Government organisations or other industry bodies (e.g. NZ Planning Institute).

### **Sponsorship Resources**

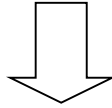
- 10. Details of the available resources regarding sponsorship opportunities will be provided to for Regional Committees and Conference Committees to use wherever it is intended to seek sponsorship. These resources will be planned and developed by the Executive Officer and the National Committee, in accordance with the RMLA's annual budget and operational/planning processes.

### **Approval of major sponsorship agreements**

11. Outgoing sponsorship agreements with a value of \$10,000 and over, and in-coming sponsorship agreements with a value of \$10,000 or over, must be approved by resolution of the National Committee. Sponsorship agreements with a term of longer than 12 months must be approved by resolution of the National Committee. Sponsorship agreements of a lesser value or duration may be approved by the local Conference Committee, Regional Committee, or RMLA Executive Officer (Karol Helmink).

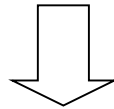
## **SPONSORSHIP RESOURCES**

The following sponsorship resources will be made available and shall be regularly reviewed and developed by the RMLA.



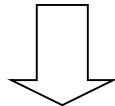
### **Communication Materials**

(brochures, flyers, posters, invitations, postcards, newsletters, information packets, website, social media, etc)



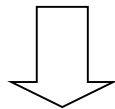
### **Public Relations**

(Press releases and campaigns, press conferences, photo opportunities, press opportunities)



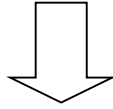
### **Advertising Opportunities**

(Print, radio, television, web based, other affiliated organisations, websites, newsletters or similar)



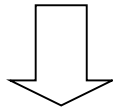
### **On-site Visibility**

(Pre-event, post-event, official category designation for awards and scholarships or use of logo or RMLA trade mark name)



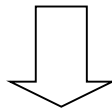
**Increasing or improving access with existing and potential new RMLA audience**

(Use of or access to database, RMLA publications, RMLA hospitality opportunities, RMLA speaker opportunities, RMLA networking opportunities)



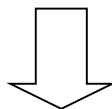
**RMLA Mission related**

(RMLA areas of expertise, RMLA services or programmes with a connection to like-minded organisations, private and public)



**Sponsorship database**

(Details and history of sponsorship, relevant recipients and out-going sponsorship, (i.e. year, amount, type), RMLA contacts, businesses, offices and regions, key contacts, etc)



**Templates**

(Template letters for initial sponsorship approach, tiers of sponsorship, tailored sponsorship approach, thank-you and follow up letters)