

BCCG SPONSORSHIP POLICY

Background

- 1 Sponsorship was initially sought to obtain seeding funds in the early days of the BCCG. Now, sponsorship provides greater financial resource, reach and support to further BCCG objectives and activities from organisations involved with supply of services to or otherwise having an interest in the BCCG. The benefits for sponsors include, but are not limited to, networking and being part of a community of interest that is mutually beneficial to both parties.

Principles

- 2 The following principles underpin the policy:
 - maintain and further the objectives of the BCCG
 - mutual benefit – sponsorship will confer benefits to both the BCCG and the sponsor
 - independence – sponsorship will not adversely affect the independence of either the BCCG or the sponsors
 - privacy – sponsorship must not affect the privacy of members of the BCCG or the sponsoring organisations, i.e. membership lists of BCCG and sponsor organisations will not be shared
 - non-endorsement – sponsorship will not confer or imply BCCG endorsement of the sponsors' products, services or views
 - respect – neither the BCCG nor the sponsor will bring the other party into disrepute
 - ease of administration and management.

National Sponsorship

- 3 The BCCG Constitution provides for a national governing body, the National Executive, and local branches. Currently, there are two local branches in Auckland and Wellington. Overall, being a relatively small organisation, a single formal national sponsorship regime is preferred because it is administratively simpler while still being enabling and sufficiently flexible to accommodate sponsors' involvement in branches.
- 4 A national sponsor can sponsor branch activities as part of the Sponsorship Agreement.
- 5 This policy does not preclude one-off "casual sponsorship" of branch activities by organisations that are not national sponsors.

6 Both formal national and “casual” branch sponsorships must comply with this policy.

Sponsorship Classes

7 The BCCG has three classes of sponsorship:

- Platinum
- Gold
- Silver.

8 The number of sponsors in each class is not limited.

Sponsorship Benefits

9 Benefits of each class of sponsorship are annexed.

Sponsorship Fee and Term

10 Annual sponsorship fees and terms are fixed by the National Executive.

11 The annual fee for each class of sponsorship is:

Platinum	\$5,000
Gold	\$3,000
Silver	\$1,000

12 Sponsorship shall be for a one-year term (1 July – 30 June) *or as otherwise negotiated with the BCCG* and can be renewed subject to meeting the requirements of this policy.

Sponsorship Application

13 Completed sponsorship application (and renewal) forms will be considered by the National Executive.

Sponsorship Agreement

14 Sponsorship of the BCCG shall be formalised in a Sponsorship Agreement signed by both parties.

Policy Review

15 This policy shall be reviewed at least every three years. Matters for review can include success and operation of the sponsorship policy, sponsorship classes and term, fees and benefits, sponsorship process and agreement and any other matters requested by the National Executive.

Annex: Sponsorship Benefits

Benefit	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
Membership, including access to member parts of the website, and email notices of branch meetings, events and news items	Yes	Yes	Yes
Number of free registrations to Wellington or Auckland Branch meetings	No limit	No limit	No limit
Number of free registrations to separate BCCG events (e.g., workshops/seminars/ conferences etc.)	5	2	1
Number of sponsor banners at branch meetings and National and Branch Annual General Meetings	2	1	0
Acknowledgment of all BCCG sponsors at each branch meeting, National and Branch Annual General Meetings	Yes	Yes	Yes
Annual opportunity to showcase of products and services at Branch meeting	5 minutes	3 minutes	No
Table to display promotional materials at branch meetings	Yes	Yes	No
Acknowledgement of sponsors along with sponsor logo on BCCG website homepage	Yes	Yes	Yes
BCCG website separate page for sponsor promo information reflecting their relationship with the BCCG, including hyperlink to sponsor's website/services	Yes (600 words max)	Yes (300 words max)	No
Annual networking function with National Executive	Yes	Yes	No
Separate event sponsor naming rights – this carries an obligation to provide event subject matter content	Eligible	No	No
Separate event sponsorship - this will vary depending on the event. Sponsorship opportunities and conditions will be advised prior to each event. All advertising for separate events will carry the event sponsors' names and logos	Eligible	Eligible	Eligible