**Dated** 2021

#### **Parties**

# BODY CORPORATE CHAIRS' GROUP INCORPORATED ("BCCG")

**AND** 

[Insert NAME] ("The Sponsor")

# SPONSORSHIP AGREEMENT



#### The Agreement dated this

day of

2021

#### **Parties**

Body Corporate Chairs' Group Incorporated ("BCCG") NZBN: 9429045836428

2 ("the Sponsor")

NZBN:

#### **Background**

- A BCCG has requested that the Sponsor sponsors the BCCG in accordance with the terms of the sponsorship policy attached to this agreement.
- B The Sponsor has agreed to sponsor the BCCG at the level of a **Platinum/Gold/Silver** (*delete two*) sponsor.

#### The Parties Agree:

### 1 **Sponsorship Terms**

- 1.1 In return for the payment of the annual fee of \$x,000.00 as a Platinum/Gold/Silver sponsor, BCCG will grant, and the Sponsor will receive sponsorship benefits as set out in the attached sponsorship policy.
- 1.2 The sponsorship will be for a term of ONE year commencing on the date of this Agreement. Payment of the annual sponsorship fee will be in one lump sum as invoiced.
- 1.3 During the sponsorship period BCCG shall offer and the Sponsor shall be granted and may request the various benefits pertinent to the level of sponsorship set out on the sponsorship policy.

#### 2 General

- 2.1 During the sponsorship, the Sponsor shall honour and uphold the purposes of the BCCG in accordance with those set out in clause 2 of its registered constitution.
- 2.2 During the period of sponsorship neither BCCG nor the Sponsor will do anything by word or deed to bring the other into disrepute.
- 2.3 The parties agree to use their best endeavours to resolve any disputes between them by mediation in the first instance and if that should fail by arbitration. Both dispute resolution processes shall be carried out in accordance with the process set out for dispute resolution under clause 14 Schedule 5 of the Land Transfer Regulations 2018.

2.4	All notices relating to the sponsorship shall be served on: -				
	2.4.1	BCCG Inc. at:	P.O. Bo	cretary ox 911 151 nd 1142, or	
			via em	ail <u>nat.admin@bccg,org.nz</u>	
	2.4.2	On the Sponsor at:		, or	
			via email		
Execu	<b>ted</b> this	day and year written	above.		
<b>Signed</b> by Body Corporate Chairs' Group:-		)	President		
In the	presend	ce of:	}	Executive Committee Member	
Signe	<b>d</b> by the	Sponsor	}	Director	
In the	presend	ce of: -	}	Director	



#### **BCCG SPONSORSHIP POLICY**

#### **Background**

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**

- 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.
- This policy does not preclude one-off "casual sponsorship" of branch activities by organisations that are not national sponsors.

BCCG Policy Doc: 07-07-2021

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

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**

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

#### **Policy Review**

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	Yes	Yes	No
information reflecting their relationship with the BCCG, including hyperlink to sponsor's website/services	(600 words max)	(300 words max)	
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