



# Sponsorship Policy

**Policy Number**  
WCDHB-PF-0012

**Version Nos:**  
**4**

## 1. Policy Statement

The West Coast District Health Board (WCDHB) will endeavour, where possible and appropriate, to work in partnership with local and national businesses to identify opportunities for sponsorship that will be of mutual benefit.

## 2. Purpose

The WCDHB has developed this Policy to provide guidance for the appropriate development and management of sponsorship of the WCDHB services and activities.

## 3. Application

This Policy applies to all WCDHB staff and Board/Committee members.

## 4. Responsibilities

For the purpose of this Policy:

the **Chief Executive Officer** is required to:

- oversee all aspects of this Policy;

**Staff/Board & Committee Members** are required to:

- ensure they abide by the requirements of this Policy.

## 5. Definitions

For the purposes this Policy:

**Sponsorship** is taken to mean a business deal between two or more parties in which one party meets all or part of the costs of the project or activity in exchange for commercial benefit

## 6. Process

1.00 The WCDHB holds a cautious stance in regard to sponsorship of its activities and services. The WCDHB is committed to improving, promoting and protecting the health of the West Coast community via a cohesive and collaborative approach to health service delivery.

1.01 With regards to sponsorship of its activities and services, it is imperative that any sponsorship activity entered into by the WCDHB does not:

- i) compromise the integrity or objectives of the WCDHB; and/or
- ii) directly or indirectly increasing costs for another funder; and/or
- iii) conflict with Government policy.

1.02 With regards to sponsorship of its activities and services, it is imperative that any sponsorship activity entered into by the WCDHB:

- i) must lead to a benefit for publicly funded patients; and/or
- ii) must be transparent; and/or
- iii) avoids any conflicts of interest.

1.03 The WCDHB will endeavour, where possible and appropriate, to work in partnership with local and national businesses to identify opportunities for sponsorship that will be of mutual benefit.



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- 1.04 The WCDHB will not enter into sponsorship agreements with any business which is in legal or financial conflict with the WCDHB or which connects the WCDHB with any political party or lobby/pressure group.
- 1.05 Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the WCDHB in any other business agreements.
- 1.06 The WCDHB should only seek to enter into sponsorship agreements with businesses whose values, practices and products are not in conflict with the stated aims, objectives and policies of the WCDHB.
- 1.07 In providing or offering sponsorship, the business/individual concerned is required to provide a declaration stating that acceptance of the sponsorship offered does not in any way place any unacceptable obligation on any staff/Board/Committee member of the WCDHB.
- 1.08 Any staff/Board/Committee member planning to approach a business with a sponsorship proposal should first consult with the Chief Executive Officer to avoid several approaches being made at the same time to the same sponsor by different parts of the WCDHB.
- 1.09 The staff/Board/Committee member seeking sponsorship should identify at the outset the sum that they are seeking to raise. They should also agree with the Chief Executive Officer the criteria that will be applied in determining an appropriate sponsor for the project in question.
- 1.10 The staff/Board/Committee member seeking sponsorship shall then develop a sponsorship proposal paper which is to be presented to the Board of the WCDHB. This paper is to include financial details of the sponsorship, and how the sponsorship meets and enhances the stated aims, objectives and policies of the WCDHB, as well as abiding by the requirements of Sections 1.01 and 1.02 of this Procedure. The proposal should also be set out in sufficient detail to allow for ease of decision-making.
- 1.11 The decision to enter into any sponsorship agreement is to be made by the Board of the WCDHB by way of formal resolution.
- 1.12 After the Board has agreed to enter into the sponsorship agreement it is to be submitted to the WCDHB's Ministry Account Manager for initial review. Where appropriate following advice from the DHB's Ministry Account Manager, the sponsorship agreement should be set out in the DHB's DAP or where timing does not allow, to the DHB's Ministry Account Manager for referral to the Minister
- 1.13 Where a business approaches the WCDHB with a view to offering sponsorship, this is to be directed in the first instance to the Chief Executive Officer. This is to then be forwarded to the Board of the WCDHB (as per Section 1.08) for their consideration and approval (as per Section 1.09)
- 1.14 Where the Board of the WCDHB approves the sponsorship agreement, the Chief Executive Officer is to appoint a named staff member to act as the main contact with the sponsor throughout the duration of the sponsorship agreement.

- 1.15 In the case of cash sponsorship, in general payment should be made in full at the beginning of the period of sponsorship, unless the agreement runs for more than one financial year, in which case a phased payment can be agreed.
- 1.16 It is the responsibility of the named staff member to follow the WCDHB Financial Regulations relating to the banking of sponsorship income. Similarly, if sponsorship is in terms of goods or equipment, the relevant WCDHB Policies and Procedures relating to inventories are to be followed.
- 1.17 Media relations for all sponsorship agreements will be handled as per the WCDHB External Communications Procedure.
- 1.18 The use of sponsors' logos and other branding must not mask, detract or interfere with the WCDHB's own corporate identity.

### 7. Related Procedures

- WCDHB External Communications Procedure
- WCDHB Financial Regulations

### 8. Related Documents

- WCDHB Strategic Plan
- WCDHB District Annual Plan

### 9. References

There are no references associated with this Procedure

<b>Revision History</b>	<b>Version:</b>	4
	<b>Developed By:</b>	Chief Executive Officer
	<b>Authorised By:</b>	Board
	<b>Date Authorised:</b>	August 2005
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