

# Sponsorship Policy

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## 1 Policy information

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Drafted by	Governance & Regulation Manager
Contributors	Executive Leadership Team
Responsible Director	Executive Director of Finance
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## 2 Policy Statement

As a community based organisation, SLH regularly receive requests from charitable bodies and community organisations for sponsorship and funding opportunities. Whilst we do have an annual fund for sponsorship and donations, as a charitable organisation, we need to make sure we consider requests in line with our values and make the best use of our finances.

The purpose of having the fund is to:

- Improve community wellbeing
- Create goodwill
- Increase support and opportunities for tenants and the wider community
- Raise the profile of social housing generally along with the importance of housing in people's lives

## 3 Policy aims

The aims of this policy are to:

- Adopt a consistent and professional approach towards sponsorship and donations
- Ensure that our position and reputation are adequately protected in sponsorship and advertising agreements
- Be consistent with the requirements of SLH's Probity Framework
- Ensure any sponsorships or donations are consistent with SLH's objectives

## 4 Sponsorship & Donations

Sponsorship is defined as financial or other support for an individual, group or event that enables them to further their objectives. A donation can be defined as money or goods which can support an organisation to deliver its objectives.

For the purpose of this policy, sponsorship and donation will be considered as 'support'. The purpose of SLH's support is to positively promote the work and activities of SLH and to assist the applicant in successfully achieving their aims and objectives.

SLH will consider support of an event or provision that complies with one or more of the criteria set out below:

- The event or provision is linked to the business objectives of SLH
- The event or provision is linked to a joint initiative or partnership arrangement in which the SLH is involved
- The event or provision provides a benefit to a community where SLH also has an interest or involvement
- The event or provision raises SLH's public profile

A condition of sponsorship will always be an obligation on the recipient to report back to SLH on the results of the support.

## 4.1 Provision of Support

Provision of support is at the discretion of the Executive Leadership Team (ELT). ELT will aim to use sponsorship to maximise the impact and to forward its corporate aims.

Priority will usually be given to an event or provision and/or an organisation, which is within SLH's neighbourhoods. However there may be occasions where an event or provision that is non-local will be considered appropriate for sponsorship.

Support will not be used to fund the following:

- Commercial groups
- Organisations where individual members will benefit financially from the sponsorship
- Staff salaries and ongoing costs of established projects
- Services for individual benefit such as private counselling, professional legal advice, personal therapy, personal education courses or tuition
- Purchase of alcohol or gambling activities
- Activities of a religious or political nature
- Activities that have already taken place
- Projects that fall within statutory sector responsibility
- Profit distributing companies

SLH will not normally sponsor an event or provision where resources are available through mainstream or statutory funding. Requests for large scale funding or from statutory bodies will normally be outside the scope of this policy. We will consider such sponsorship where its involvement will "unlock" larger sums of funding, but such occasions will be the subject to Board approval.

No individual, organisation or event will be sponsored for more than two years in succession and a period of two years must elapse before further sponsorship will be considered.

No individual, organisation or event will be able to apply for sponsorship more than once in the same financial year. A school or organisation with many departments or clubs may make more than one application per annum but the total of sponsorship in the year will not exceed £500.

Due diligence will be carried out prior to financial support being made to ensure there are no reputational impacts for SLH in awarding such support.

## 5 Fundraising

Colleagues will choose a registered charity each year to support with fundraising activities. Colleagues will be asked to nominate a chosen charity which must be in line with SLH's rules. Nominations will be ranked in order of the number of suggestions received for each charity. The charities which have the most nominations will be recognised for the year.

## 6 Publicity and advertising

Where SLH has provided support to individuals, organisations and events, they will be required to acknowledge SLH's support in appropriate publicity material and will be required to allow SLH to publish details of any financial support given in news releases, publications and other publicity materials.

Where SLH's sponsorship is of a larger event or conference, the sponsorship will be conditional on the use of SLH's "corporate identity" guidelines, and approval of content.

## 7 Customer Standards & Performance Monitoring

All requests shall be approved by a member of the Executive Leadership Team.

Sponsorship agreements must be referred to those involved in delivering governance for review prior to signing. It is recommended that all potential sponsors are referred to this policy.

Before agreeing to any sponsorship opportunity, all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.

## 8 Policy Review Considerations

This policy has been reviewed in line with SLH's Policy Review Toolkit ensuring relevant actions under this toolkit, including risk assessment and value for money, have been completed.

## 9 Equality Analysis

An equality analysis has been completed and any necessary recommendations included within this revised policy.

## 10 Statutory and Legislative Framework

- Regulatory Framework for Social Housing in England
- NHF Code of Governance 2020
- NHF Code of Conduct for members 2022
- Company Directors' Disqualification Act 1986

## 11 Links with other policies & documents

- Probity Framework
- Gifts and Hospitality Policy
- SLH's Rules of Association
- Fraud & Bribery Policy
- Code of Conduct for the SLH Group
- SLH's Financial Regulations