GROUP SPONSORSHIP

CHECK LIST.

Here is a check list of things your group should keep in mind when seeking or negotiating a sponsorship. Don't just try the obvious list of sponsors, get original! As long as you have something to offer–ask!

- Sponsorships should be used to enhance your group's operations and activities. It should not displace existing or future funding arrangements on which you or your group depends.
- Sponsorships must be consistent with the generally accepted values, purposes and goals of your group and members.
- Sponsorship agreements should only be negotiated with organisations whose public image, products or services are not inconsistent with ethos and values of your group.
- All sponsorship agreements should be reached through negotiation. The agreement must specify the roles and responsibilities of individual parties, this include your members and the nature and level of acknowledgment to be given to the sponsor.
- Sponsorships and promotions should be compatible with acceptable social practice.
- Participation in sponsorships should not generate undue pressure on your group and members.
- Participation in sponsorships should not interfere with your group's ability to acquire any particular product or service.
- Participation in sponsorships should not impose you, your members or your group to adopt particular beliefs, attitudes or courses of action outside your existing charter.
- Sponsorships and promotions should not involve endorsement of products or services by you, your members or your group unless so agreed by all parties.
- Acceptance of a sponsorship should not be as condition of an individual member's participation in the sponsored activities.
- All sponsorships must be fairly discussed, voted on and ratified by a majority of your membership.

This is not a comprehensive list of points to keep in mind when considering a sponsorship. However it is a good beginning. Use common sense and make sure that no undue influence is ever a part of the negotiations.

Courtesy of Grass Roots Fund Raising