

## Sponsorship & Donation Policy

### OBJECTIVE

This policy formalises general principles for Dulverton Waste Management (DWM) to apply to the negotiation and implementation of sponsorship agreements and granting of donations and outlines the mechanisms used to grant sponsorship and donations to organisations, events or private individuals.

### LEGISLATION

N/A

### DEFINITIONS

**Sponsorship:** a commercial arrangement in which DWM provides or receives a contribution in money or in kind to support an activity in return for certain specified benefits.

**Donation:** a gift or contribution to an organisation, event or private individual without conditions and/or restrictions.

### RESPONSIBILITIES

#### Chief Executive Officer

- Manage sponsorship or donations within the budget with discretion;
- Manage sponsorship or donations to the benefit of DWM; and
- Decline or have the Board determine any request for sponsorship or donation where there is, or it may be perceived, to be made with a conflict of interest.

### POLICY STATEMENT

The main points of the policy are concerned with:

- The methods to be used in seeking, granting and negotiating sponsorship and responding to donation requests;
- Setting levels of sponsorship benefits or donations granted; and
- The monitoring procedures to be used to measure sponsorship outcomes for DWM.

DWM requires requests for sponsorship or donations to be received in writing, identifying the type of assistance required, time, dates, contacts etc.

Recipients of sponsorship or donations are required to provide evidence of benefits (e.g. Examples of promotional material bearing DWM's name and/or logo).

Recipients of sponsorship or donations must be reputable individuals or bodies whose objectives and/or products do not conflict with the values and objectives of DWM.

While DWM reserves the right to, it prefers not to provide financial support for ongoing operational funding of organisations or events.

DWM will not provide financial assistance for travel to individuals or groups.

If Directors or employees intend to approach a key client or contractor of DWM for sponsorship or donation on behalf of an organisation / event which is not affiliated to or being conducted by DWM, it must be declared to the Board or CEO respectively.

The CEO will decline, or have the Board determine, any request for sponsorship or donation to any party where there is, or it may be perceived, to be made with a conflict of interest.

**OTHER KEY RELATED DOCUMENTS/PROCESS**

- M-Files ‘Sponsorship & Donation’ workflow
- BMS Procedure – Office, Sponsorship & Staff Donations Process

**REVIEW**

This policy will be reviewed every four years or as required by the Board.

REFERENCE			
<b>APPROVED BY:</b>	DWM Board of Directors	<b>MINUTE NO:</b>	MFID 1570156
<b>APPROVAL DATE:</b>	12 <sup>th</sup> August 2020	<b>REVIEW DATE:</b>	by September 2024