

Sunraysia Community Radio Association Inc

ABN: 19 305 406 312

106.7 HOT FM

90.7 FM Robinvale, Wentworth & Ouyen
“PLAYING THE BEST SONGS OF YOUR LIFE”

SPONSORSHIP POLICY

INTRODUCTION

The Board of **Sunraysia Community Radio Association Inc (SCRA)** is committed to ensuring that its financial arrangements are carried out in an ethical manner.

PURPOSE

In accordance with the Community Broadcasting Codes of practice CODE 6:

Sponsorship

6.1 We will have in place a written sponsorship policy that reflects the Licence Conditions in the Act.

This includes:

- (a) Broadcasting no more than five minutes of sponsorship announcements in one hour, and
- (b) Tagging each announcement to acknowledge the financial and/or in-kind support of the sponsor.

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between **SCRA** and the private sector, i.e. sponsorship alliances with the small business community of Sunraysia, individuals and other non-government organizations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognized that such alliances can provide important financial and marketing support to potential partners of **SCRA** while at the same time generating additional revenues to support **SCRA's** mission and mandate.

Policies can be established or altered only by the Committee: **Procedures** may be altered by the Station Coordinator following committee approval.

POLICY

The fundamental principles that shape **SCRA's** relationships with sponsors are:

1. Sponsorship of **SCRA** or of any symposium, project, program or event held by **SCRA**, will not entitle any sponsor to influence any decision of the organization.
2. **SCRA** will not enter into any alliance or partnership with any corporation or organization where the association with the prospective partner or acceptance of the sponsorship would jeopardize the financial, legal or moral integrity of **SCRA** or adversely impact upon **SCRA's** standing and reputation in the community. All tobacco, alcohol or gambling sponsorships are prohibited. If a sponsor's products work against **SCRA's** aims (to encourage a healthy, positive and inclusive community) the sponsorship is prohibited.
3. **SCRA** will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing **SCRA** policies.

RESPONSIBILITIES

The Board is responsible for the development and review of this policy.

All Board members; casual, permanent and contract staff; and volunteers are responsible for adhering to this policy.

PROCEDURES

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving **SCRA** must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

Naming rights associated with any sponsorship arrangement must be approved by the Board.

Sponsorship of any value will be embodied in written contractual agreements between **SCRA** and the sponsorship partner (See Appendix A).

SPONSORSHIP CONTRACTS/LETTERS OF AGREEMENT GUIDELINES

Sponsorship contracts and letters of agreement involving **SCRA** must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** the dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of the SCRA's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: "*Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party.*" The accepted use of the **SCRA's** word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity:** **SCRA** may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: "*SCRA agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement.*"
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: "*Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful within a reasonable time, either party may notify the other of breach of contract in writing. Such notification will require rectification within 14 days. If the breach is not rectified within that time then the non-breaching party may terminate the contract by written notice.*"
9. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure **SCRA** reserves the right to cancel the sponsorship should circumstances dictate; for example: "*When circumstances beyond the control of SCRA force the cancellation or substitution of a sponsored event or project, SCRA reserves the right to cancel without finding itself financially liable or in breach of contract.*" If it is intended that **SCRA** be

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entitled to retain any sponsorship funds already paid then this should be specified in the contract.

10. **Right to Cancel Sponsorship for Reputational Reasons:** The contract shall ensure **SCRA** reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in **SCRA**'s reasonable opinion, that the continued association of the sponsor with **SCRA** may cause **SCRA** to become subject to criticism or otherwise held in disrepute.