



GIRL GUIDES VICTORIA POLICY

GO 24

SPONSORSHIP

1. Policy

This Association in principle is willing to be involved in commercial sponsorships when the following criteria are accepted by both parties.

- a) If the product of the sponsor is to be promoted using the Association's name or members, the sponsor should meet the high standards of the Movement. The product should not promote unacceptable lifestyles nor promote products, which could be harmful to the user or the community.
- b) The background of a proposed sponsor and their product range should be evaluated before negotiations occur to ensure that the company meets the Association's requirements on moral, health and image grounds.

2. Guidelines

When considering sponsorship, each case should be considered on individual merits using the following guidelines:

- a) The length of time and the time of the year needs to be agreed by both parties particularly in relation to past and future promotions and other Guiding activities.
- b) If members are required to participate in any way, either as users of the product themselves or in promoting its use by others, specific guidelines need to be adhered to. (See initial statement).
- c) National office should be the central co-ordinator of such promotions.
- d) Where agreement to participate in a promotion is concluded, there should be an exchange of letters between the Association and the sponsor setting out the basic arrangements as well as the obligations and benefits which will accrue to both parties.

3. Categories of Sponsorship

- a) Donations of money or kind, with no return required except for acknowledgment.
- b) Donations of money or kind with specific acknowledgment, for example, on stationery, on material donated or media publicity.
- c) Donations of money in return for permission to use the name of the Association in product promotion involving the membership.
- d) Sponsorship of individual members for specific events.

4. GST

Contact the Financial Officer of Girl Guides Victoria to ascertain the GST requirements for each individual sponsorship. These are complex and advice should be sought.