

Cancer Institute NSW Sponsorship Policy

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Document Title:	<i>Cancer Institute NSW Sponsorship Policy</i>			
Summary:	<i>This document outlines Cancer Institute NSW policy and procedures with respect to the Institute sponsoring external organisations ("Sponsorship Given"). It serves as a framework to ensure the Cancer Institute NSW enters into sponsorship arrangements in a consistent and ethical way, and that such arrangements comply with generally accepted public sector accountability and transparency requirements.</i>			
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Contact Officer:	<i>Media and Communications Manager</i>			
Applies To:	<i>All staff and contractors of the Cancer Institute NSW</i> <i>This policy does not apply where benefit is only 'modest acknowledgement'. Examples include a letter of thanks, discreet signage or mention in a newsletter or conference material. This policy does not apply to Cancer Institute program grants, research grants or clinical trials.</i>			
References:	PD2005_415 Sponsorships Policy – NSW Health Sponsorship in the public sector: A guide – Independent Commission Against Corruption (May 2006)			
Version and Change History	Version	Who	Date	What
	1.0	Bill Baggitt	22/4/2015	First draft
	1.1	Susan Strmecki	23/4/2015	Content amendments throughout the policy
	1.2	Susan Strmecki	16/5/2015	Content amendments
	1.3	Bridget Wild	12/6/15	Contents amended
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CEO	1.4	<i>Approver</i>		

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1.0 Policy

1.1 Overview

This document draws on the most recent policies and guidelines from NSW Health and the Independent Commission Against Corruption (ICAC) to outline the principles and framework for the Cancer Institute NSW's (the Institute) sponsorship program for outgoing sponsorship, also known as 'sponsorship given'.

Sponsorship given by the Cancer Institute NSW allows the Institute to extend the reach of its communications and engagement programs and build stronger alliances with like-minded organisations.

As well as benefits, there are risks associated with sponsorship. Sponsorship agreements require careful review to ensure they fit within an ethical framework that complies with accountability and transparency requirements set out for the public sector and are in the public interest.

Additionally, there is a responsibility to ensure that a sponsorship given reinforces and enhances the Institute's business activities, the agreement is appropriately documented and monitored and investment represents good value for money.

1.2 Scope

This document relates to 'sponsorship given' only.

1.3 Sponsorship program objectives

The Institute's sponsorship program is an open, competitive application process, in which successful applicants are provided cash and/or in-kind support for activities aligned with the mission and objectives of the Institute.

The objective of the program is to *'enhance the reputation and work of the Cancer Institute NSW by establishing strategic partnerships with like-minded organisations to undertake activities that lessen the impact of cancer for the people of NSW'*.

The Institute reserves the right to negotiate sponsorship benefits proposed by an applicant, and final funding allocation is at the discretion of the Sponsorship Committee.

2.0 What is sponsorship

ICAC defines sponsorship as: *"A commercial arrangement in which a 'sponsor' provides a contribution in money or in kind to support an activity in return for certain specified benefits. Sponsorship does not include the selling of advertising space, joint ventures, consultancies, grants or unconditional gifts, donations, bequests or endowments. Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement."*

This definition is adopted for the purpose of this policy.

It is important to differentiate between a sponsorship, which is commercial in nature and confers on the Institute tangible, measurable business benefits; and a grant, which is defined by the Institute as *"a financial assistance mechanism providing money to an eligible entity to carry out an approved project or activity...."*

NSW Health cites the following examples of sponsorship in relation to outgoing, or sponsorship given:

- providing funding for publications, conferences or other special activities that promote a program or the agency
- promoting the public profile of a program or the agency to a wider than normal audience, including increasing community awareness of a program or agency and its activities
- providing the program or agency with an opportunity to develop better working relationships with stakeholders

2.1 Sponsorship benefits

The Institute will receive reciprocal benefits for sponsorship that advance its business activities and increase engagement with its brand. Potential benefits can include:

- alignment with organisations that enhance the Institute's reputation and profile
- engagement with otherwise difficult to reach or difficult to engage audiences
- greater community awareness of the Institute's programs and services
- recognition of the Institute in promotional materials and media
- invitations and speaking opportunities
- signage and/or logo acknowledgement
- involvement of Institute staff in activities or events
- naming rights and/or exclusivity in the cancer research sector
- access to a mailing list or contact database

2.2 Forms of sponsorship given

Sponsorship given to an event or activity can take the form of in-kind support, financial support or both. Examples of in-kind support may include:

- promotion of an event or activity in the Institute's digital or print publications
- access to the Institute's facilities
- editorial inserts in the Institute's publications
- use of Institute equipment
- provision of Cancer Institute NSW expertise

The financial value of in-kind support will be determined in consultation with the Communications Unit and relevant departments to ensure consistency across all in-kind sponsorships.

3.0 Risks of sponsorship

While effective sponsorship arrangements can bring many benefits, they can also increase possible corruption or reputational risks. The Institute has appropriate policies and procedures in place to ensure employees have a clear understanding of possible risks and the need for open and transparent management of sponsorship arrangements.

According to ICAC, the test is whether the arrangement will withstand full public scrutiny and not undermine public confidence in the neutrality and integrity of the Institute.

Risks can be minimised by ensuring that sponsorship arrangements are properly assessed, developed, documented, managed, monitored and evaluated.

3.1 Risk management strategies

A sponsorship agreement should not impose or imply conditions that would limit, or appear to limit, the Institute's ability to carry out its functions fully and impartially.

There should be no real or apparent conflict between the objectives and/or mission of the sponsored organisation and the Institute.

The Institute should not give sponsorship to organisations that are, or are likely to be, subject to regulation or inspection by NSW Health during the life of a sponsorship:

- NSW Health has a regulatory role in areas such as environmental health, marketing of tobacco, mental health, private hospitals, aged care and pharmaceutical services. Special arrangements must be put in place to ensure sponsorships undertaken are completely independent of NSW Health's regulatory role¹

Sponsorship of activities or events should not involve explicit or implicit endorsement of the recipient's products or services.

It is inappropriate for any employee to receive a personal benefit from a sponsorship.

Sponsorship proposals should be assessed against transparent criteria that are publicly available.

A sponsorship agreement is a legally binding contract and should be described in a written agreement.

¹ NSW Health Sponsorship Policy 2005

3.2 Prohibited sponsorship and conflicts

The Institute does not sponsor any organisation that is associated or involved with the manufacture or production of tobacco-related products, including cigarettes, cigars and pipes. All Institute sponsorship recipients must certify this.

The Institute will not consider sponsorship arrangements with organisations that may present a conflict of interest with the Institute's objectives, mission and values. This includes any association with organisations that produce or promote products or services that may damage health, or promote behaviours or interests that are not conducive to reducing the impact of cancer in NSW.

The Institute reserves the right to terminate sponsorship agreements should there be a threat of public disrepute or reputational damage as a result of a sponsorship. This may occur if there is a change in the sponsored organisation's reputation.

All sponsorships will be monitored carefully, and all sponsors are required to confirm in writing that they operate under a code of conduct and have good corporate governance, stable financial position and appropriate employment and marketing practices.

4.0 Procedures for sponsorships given

4.1 Sponsorship funding rounds

The Institute will issue a call for proposals via its website and other relevant channels within the following timeframes:

	Round One – for activities July-December	Round Two – for activities January to June
Applications open:	1 November	1 May
Applications close:	30 April	31 October

In extraordinary circumstances, applications that are unable to meet these timeframes may be considered at the discretion of the Sponsorship Committee. Applications submitted less than 6 weeks from commencement of sponsorship activities will not be considered.

The Institute may also seek key sponsorship agreements that meet strategic organisational objectives under the NSW Cancer Plan. Any sponsorship agreements sought by the Institute will be subject to the same assessment process as those received through calls for applications.

4.2 Sponsorship guidelines

Written sponsorship proposals may be submitted by email to the contact provided on the Sponsorship section of the Institute's website. Proposals must be complete and meet all requirements in order to be considered.

The Institute will consider sponsoring activities, events or services that:

- lessen the impact of cancer in NSW
- demonstrate the ability to communicate the Institute's goals and priorities outlined in the Cancer Plan to the community, particularly to hard to reach audiences
- increase awareness of and participation in the Institute's programs
- can attract significant media coverage
- offer tangible, measurable benefits
- provide category exclusivity and/or naming rights
- are sufficiently resourced to deliver the benefits offered
- provide a mechanism for evaluating the return on sponsorship investment

The Institute will not consider sponsoring:

- activities that do not provide reciprocal benefits
- commercial activities that are principally for private profit
- activities outlined as 'prohibited sponsorship and conflicts' in section 3.2 of this document
- activities that are currently funded through another funding stream of the Institute (for example, research grants or program grants or other funding provided to external parties by CINSW)
- applicants that either have applied for, or would otherwise be eligible for, grants under the Institute's core grant programs

- applicants that do not have a current ABN, and/or are not operating in NSW, and do not have good governance practices
- organisations that have not fulfilled previous sponsorship obligations, including post event evaluations

4.3 Sponsorship application requirements

All sponsorship proposals submitted to the Institute should not exceed three A4 pages and must contain the following information at a minimum:

Organisation details

- Name, ABN, contact details, website and brief background of the organisation that will be named in the sponsorship contract/letter of agreement

Sponsorship details

- contact details of sponsorship manager
- concise description of the sponsorship opportunity and history of the activity
- objectives of the sponsorship
- past involvement in the activity or organisation by the Institute, if any
- sponsorship funds and/or in-kind support being sought and how it will be used
- list of benefits
- level of exclusivity and/or naming rights offered
- list of confirmed sponsors
- dates of events and location/s
- start and finish dates of sponsorship
- target audience and number of people expected to participate or form the audience
- strategies to launch, publicise and promote the sponsorship
- media coverage anticipated
- details of additional activities the Institute could participate in
- additional costs to the Institute for leveraging, including travel, tickets, stands, signage
- resources that the applicant is committing to the activity (staff, financial, etc)

Evaluation

- benchmarks for measuring the impact and success of the sponsored activity (attendance, media coverage, year on year statistics, outcomes for the intended audience)
- methods for measuring the Institute's return on investment

Checklist

- complete and submit the sponsorship proposal checklist (Appendix 1)

4.4 Assessment of sponsorship applications

Proposals will initially be assessed by the Marketing, Communications and Brand Advisor in consultation with the Media and Communications Manager as to suitability for sponsorship. All accepted proposals will then be provided to the Sponsorship Committee.

The Sponsorship Committee will evaluate all recommended proposals and approve successful submissions.

4.5 Sponsorship assessment criteria

Sponsorship is awarded on a competitive basis and proposals will be assessed in a transparent and accountable way. All applicants are assessed by the sponsorship committee in accordance with the criteria below.

Business benefits

- measurable benefits to the business activities of the Institute
- demonstrates a positive return on the Institute's sponsorship investment
- clearly identifies reciprocal sponsorship benefits
- is relevant to one or more of the Institute's key target markets
- results can be measured in a meaningful way

Strategic benefits

- aligns with the Institute's values and the goals as outlined in the Cancer Plan
- increases awareness of the Institute's role and programs
- sets out to change or influence behaviour that improves cancer outcomes for NSW
- communicates cancer related health messages
- directly benefits cancer control in NSW

Administrative considerations

- the proposed activity is supported by a relevant specialist unit within the Institute
- there are adequate internal resources to manage and maximise the sponsorship value
- additional costs for leveraging have been identified
- the applicant is commercially sound and adequately resourced
- whether the applicant has received Institute funding in the past and the outcomes of this funding

Risk assessment

- applicant does not own, control or is involved with the manufacture and production or promotion of tobacco-related products, which includes cigarettes, cigars and pipes
- applicant does not manufacture, provide or promote any products or services that could damage the physical health or mental wellbeing of members of the public
- sponsorship will withstand full public scrutiny and not undermine public confidence in the neutrality and integrity of the Institute
- there is no actual conflict between the objectives and/or mission of the Institute and those of the applicant

4.6 Sponsorship committee

Critical to the proper and effective management of the Institute's sponsorship program is the establishment of the Cancer Institute NSW Sponsorship Committee. This committee is constituted as a sub-committee of the Executive Leadership Team of the Institute. As such it is directly responsible to the Executive Leadership Team. The committee currently comprises the following members:

- Chief Executive Officer
- Director, Cancer Screening and Prevention
- Director, Cancer Services and Information
- Director, Strategic Research and Investment
- Manager, Media and Communications
- Marketing, Communications and Brand Advisor (Secretariat)
- Communications Coordinator (Assistant Secretariat)

The Sponsorship Committee will:

- review and evaluate biannual sponsorship applications using the sponsorship assessment criteria
- meet face-to-face biannually to review recommended sponsorship proposals
- liaise with program managers to identify subject-matter experts to inform decisions and assessment of sponsorship proposals
- provide input into the development of the Institute's sponsorship budget and allocation of each funding round
- review and update as necessary the Sponsorship Policy and Guidelines
- review post-event evaluation documents as they relate to repeated application submissions and make recommendations for future sponsorship

4.7 Role of the sponsorship committee

The role of the Sponsorship Committee is to:

- assess and review sponsorship proposals
- ensure sponsorship agreements are properly and correctly entered in to and monitored to ensure value for the Institute
- make recommendations to the Financial Controller and Chief Executive Officer regarding the budget of the Institute's sponsorship program
- assess and recommend the termination of a sponsorship agreement
- respond to or refer on for consideration any requests for funding that will not be considered as eligible for the sponsorship program (for example, grants for research activities)
- liaise with relevant program managers as required with regard to sponsorship applications

Where appropriate, these tasks will be undertaken by the Marketing, Communications and Brand Advisor and the Media and Communications Coordinator under direction of the Sponsorship Committee as its Secretariat.

4.8 Approval of recommended applications

The sponsorship committee shall approve successful proposals submitted to the program.

For sponsorships, a written agreement can constitute an exchange of letters signed by the Chief Executive Officer or delegated officer.

Sponsorship agreements will not exceed a period of 12 months.

Approved sponsorship recipients will be contacted in writing by the Institute.

All approved sponsorships will be listed on the Institute website by name and include the value of the sponsorship.

4.9 Sponsorship monitoring and evaluation

Adequate support and resources need to be assigned to ensure the sponsorship can be effectively implemented. The Institute should be provided with regular progress reports and plans should be implemented when sponsorships require multiple deliverables (e.g. advertisements, attendance at events, provision of logos, etc.).

All sponsorships should be evaluated to assess the outcomes for the Institute. A mandatory post-event evaluation report should be provided by the recipient and a sponsorship evaluation prepared by the Institute's relevant personnel. The post-evaluation report should include information and evidence of return on investment and objectives outlined in the sponsorship agreement.

Appendix 1: Sponsorship Application Checklist

Sponsorship applications must include all information outlined in the checklist below. Please complete this checklist and return with your application.

- Organisation Details
 - Name/contacts/website/background
- Sponsorship Details
 - Name of activity
 - Brief description and history of activity
 - Objectives of the activity
 - Key dates
 - Key contact details
 - Amount requested
- Sponsorship Benefits Provided
 - List of benefits including exclusivity, naming rights, branding, speaking, hospitality, tickets etc.
- Previous involvement with the Cancer Institute NSW including all sources of funding
- Past and confirmed additional sponsors
- Target audience and anticipated attendance and/or reach of activity
- Details of anticipated media coverage
- Strategies for promoting your activity and the Institute's involvement
- Proposed ways in which the Institute can leverage its involvement in the activity
- Additional costs to the Institute including signage, booths, travel, tickets, etc.
- Description of the resources you have available to deliver on the benefits
- Benchmarks for measuring the impact of the activity and Institute's return on investment
- Statement that the activity and the organisation are neither prohibited nor represent a conflict to the Institute under the terms of the Sponsorship Policy