

1009. SPONSORSHIP POLICY

PURPOSE

To provide a set of principles and processes for the ASFM in regard to giving and receiving sponsorship and any associated partner activities.

To balance the Adelaide Showground Farmers Market (ASFM)'s reputation management with revenue generation.

SCOPE

This policy applies across the organisation and includes committee members as well as salaried and contracted staff.

This policy applies to all strategies and activities conducted by the ASFM deemed to have a marketing or promotional intent.

DEFINITION OF SPONSORSHIPS

Sponsorship is a business relationship between two organisations. In this case it is between the Adelaide Showground Farmers Market (ASFM) and traditionally corporations but it could also be extended to government organisations or individuals. These corporations or government organisations look for marketing and community relations opportunities in exchange for money, products or services, and they want corporate recognition for their involvement. It involves a negotiated exchange and should result in tangible and mutual compensation for the principal partners in the arrangement.

POLICY

Adelaide Showground Farmers Market (ASFM) may solicit and accept sponsorships for events, programs and operations within the terms outlined below. Sponsorship monies are deemed a desirable form of revenue diversification which allows ASFM to keep membership dues low and stallholder fees affordable while contributing to the operational funds of the organisation. ASFM may consider in kind, indirect and monetary sponsorships.

DECISION PROCESS

The ASFM Committee is ultimately accountable for the sponsorship policy and for approval of individual sponsorship agreements. However, successful sponsorships are based on relationships.

ASFM Management shall be free to solicit, accept and negotiate most sponsorships without delay of taking decisions to the full committee. The decision process is therefore divided into two types:

1. Sponsorships limited to events or single program actions or totalling no more than \$10,000 and in full compliance with the sponsorship policy. The decision is delegated to the Executive Officer and Sponsorship Sub Committee chair.
2. Sponsorships of any size involving exclusivity, a length of three years or more, or an amount exceeding \$10,000 or any doubt about compliance with sponsorship policy. The ASFM Committee, using its normal decision process, makes the decision, and its decision is final. These sponsorships shall be recommended to the Committee by the Executive Officer or Sponsorship Sub Committee chair.

All sponsorships shall be reported to the ASFM Committee, within regular committee reporting so that a database can be maintained and potential major sponsors identified.

WHO TO ACCEPT

Only reputable individuals and organisations whose image, product or services do not conflict with ASFM's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer. ASFM's long term reputation and credibility always takes precedent over short term monetary needs.

While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterise the decision making, the following questions will always be raised:

- Would this association be a good fit with ASFM's image?
- Does the sponsorship conflict with our values?
- Does the sponsorship suit our overall strategy?
- Will this sponsorship help us realise our objectives?

Ethical filters that help determine a desirable sponsor are:

- Environment and health.
- Disclosure and accountability.

Research on behalf of ASFM particularly in choosing which organisations to proactively approach, will concentrate on these areas unless the theme of the event or program makes another focus more relevant.

PROMOTION

ASFM shall develop promotional collateral outlining why the ASFM is a desirable recipient of sponsorship. The material shall be aimed at organisations wishing to enhance their reputation by supporting a respected farmers market and/or wishing to reach individuals with special interest in sustainability and/or fresh produce. This piece shall be added to the web site and sponsorship tool kit and kept current.

TERMS

All sponsorship agreements over \$10,000, and or over three years or that include naming rights shall be confirmed in writing by the Chair of the ASFM Committee and co-signed by the sponsor's representative.

For sponsorships that do not meet this threshold the agreement will be signed the ASFM Executive Officer. The Executive Officer or the Sponsorship Sub Committee chair shall draft an agreement consistent with the size and the scope of the sponsorship. In most cases a short letter with sign-back will be sufficient. The agreement shall be directly with the sponsoring company, not any agent or broker. Even such short agreements shall include a clarification of the planned use of the support, minimum recognition the sponsor shall receive, the need to have any use of each other's logos approved in advance, and the statement the ASFM does not endorse sponsor's products or services.

Sponsorships exceeding a single event or action shall be confirmed by contract. In addition to the items stated above, the contract shall clarify relevant aspects of:

- When the sponsor will provide payment, or make promised in kind goods or services available.
- Who the main contact(s) will be for each party.
- Any interim or final reporting agreed upon, how the agreement shall be monitored and when reviewed.
- When the agreement terminates, and how early termination is effected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled. (e.g. what happens if the event is cancelled)

POLICY REVIEW

This policy will be subject to review in February 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	ZFlannigan		3/3/2011
2.	CRobertson	Updated roles	19/2/2020
3.			