ETHICAL FRAMEWORK FOR SPONSORSHIP

1. PURPOSE OF POLICY

To enable Board Members and Officers to take ethical considerations into account when deciding upon receiving sponsorship from outside bodies.

1. COMMITMENT TO ADDRESS ETHICAL ISSUES

We actively seek opportunities to work together with external organisations to achieve shared objectives. However it is vital that we maintain our independence and do not allow external partnerships to bring the name of YorkshireSport Foundation into disrepute.

Yorkshire Sport Foundation therefore seeks, so far as is practical and within the constraints of UK law;

* initiatives that do not compromise the independent status of Yorkshire Sport Foundation
* to ensure that the activities of organisations we work with are consistent with our organisational values

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and cause related marketing. We welcome comments, criticism and suggestions as to how these goals can be met.

1. PRINCIPLES
   1. All sponsorship agreements must be open, transparent and able to withstand the highest degree of scrutiny, to protect the integrity of the organisation.
   2. Yorkshire Sport Foundation will not enter into any agreement or partnership, which might threaten its strong reputation.
   3. Yorkshire Sport Foundation may enter into partnerships which are directly supportive of its Vision and Ambition.
   4. Yorkshire Sport Foundation should only accept commercial sponsorship where we retain control over the programmes and intellectual property of the project in question. Yorkshire Sport Foundation should retain editorial control of any published material.
   5. Yorkshire Sport Foundation name and logo(s) may be used by external sponsors only with the permission of the Yorkshire Sport Foundation lead officer for the purposes requested.
2. AVOIDANCE CRITERIA

Partnerships with companies involved in any of the following activities will be avoided:

* tobacco manufacture
* nuclear weapons systems manufacture
* companies generating more than 10% of revenue from the sale of pornography

Yorkshire Sport Foundation will exercise particular caution in entering into partnerships where:

* the company’s product is counter to a healthy lifestyle, in particular, alcohol, sugary drinks, confectionary, and gambling, or
* the company has a poor ethical reputation.

The following will be used as a basis for decision making and may be added to from time to time:

* the nature and type of activity that is being sponsored
* the age and profile of the intended recipients
* the views of partners
* the extent of risk to reputational damage
* the benefits the sponsorship can bring to further Yorkshire Sport Foundation’s objectives
* the nature of the associated branding

1. PROCESS
   1. All offers of sponsorship will be considered on a case by case basis taking into account the avoidance criteria.
   2. All offers of sponsorship support from commercial organisations will be approved by the full Board in accordance with financial protocols.
   3. All sponsorship arrangements must have formal agreements in place between Yorkshire Sport Foundation and the Sponsor before any funds are received.
2. TRANSPARENCY

6.1 A copy of this policy will be displayed on Yorkshire Sport Foundation’s website

6.2 A full list of corporate sponsors giving over £5,000 will be maintained on our website.