

## **SPONSORSHIP – Guidelines**

### **WHAT IS SPONSORSHIP**

- The giving of money, goods or services or the loan of goods and services to support activities which enable the Force to enhance or extend the service it is normally expected to provide for which the provider or sponsor expects a defined benefit.
- There is usually a commercial benefit to the sponsor e.g. an organisation paying to have its name or one of its products or services associated with an initiative or activity of the Force.
- Sponsorship under these terms does not include gifts or loans to Force employees in their capacity as private individuals.

### **CONSIDERATIONS**

- Sponsorship should only be accepted for “non-core” or non-operational services. It can be used to support additional projects such as drugs education, diversionary schemes, vehicle loans or donations.
- Sponsorship must support the aims, values and objectives of the Police Authority.
- A project or department must not be reliant on sponsorship as there is no guarantee of future funding.
- Publications must contain a disclaimer – a statement making clear that the Force cannot endorse any product or service advertised.
- No sponsorship should generate adverse publicity or offend the public.
- There may be extra costs incurred by acquiring sponsorship, agreement should be sought from your business manager before accepting sponsorship. For example a sponsored car needs servicing, fuel, insurance etc. This will impact on the Force budget.
- Approaches for sponsorship should be made in writing or in person. Companies SHOULD NOT be “cold called” by telephone as there is a possibility that they are registered with the Telephone Preference Service asking not to be called. Potential consequence of receiving a cold call is a very large fine for the Constabulary.

### **SPONSORSHIP SHOULD NOT BE SOUGHT IF:**

- The agreement may influence a policy or procurement operation or affect the delivery of any policing
- Sponsors are seeking to gain preferential treatment
- Potential sponsor is under direct scrutiny of the police
- The sponsor is seeking to counteract adverse publicity by associating themselves with the police

### **WHAT INITIATIVES COULD BE ELIGIBLE FOR SPONSORSHIP?**

- Initiatives that community focused and which could generate good publicity for a sponsor

- In kind goods are easier to acquire than cash for example a bicycle shop may provide mountain bikes for community officers.

## INTERNAL PROCEDURE

- Ensure the Business Manager is aware of the sponsorship as there may be financial implications on the force budget e.g. maintenance of a car, bike etc.
- Ensure the sponsorship is advised to the Treasury Manager for inclusion on the sponsorship register.
- Any staff member involved in sponsored projects should be fully aware of the Constabulary's income generation policy and adhere to it.

## Acknowledgements

Herts Police  
Suffolk Police  
Beds Police  
Lincs Police  
PoIFIG  
ACPO guidelines on charging and sponsorship

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