



POLICY STATEMENT

SPONSORSHIP and ADVERTISING POLICY 2013

The Botanic Gardens Australia and New Zealand Inc (BGANZ) is the chief body representing the interests of botanic gardens in Australia and New Zealand. It promotes the interests and activities of Australian and New Zealand botanic gardens and botanic gardens generally and enhances the state of botanic gardens for the benefit of the community

BGANZ Council is responsible for determining key strategic policies and decisions. The Council is responsible for the implementation of these policies and decisions and the operational management of BGANZ.

PURPOSE

The purpose of this Sponsorship and Advertising Policy is to provide information, direction and clarification to staff and members on BGANZ's accountability and responsibilities and provide a framework and process by which sponsorship and advertising can be developed, assessed, formalised and managed.

STATEMENT

BGANZ will seek and engage with sponsors for projects, events and research that advance the BGANZ's objectives and provide direct and or indirect benefits to the community. Sponsorships are viewed as a means of:

1. Encouraging public, private and community investment and support for BGANZ initiatives including Education, and Professional development.
2. Promoting a strong link between the public and private sectors and the community service obligations of BGANZ.

BGANZ views sponsorship as both a fundraising activity to facilitate activities and projects, and as a marketing activity that supports its strong position and reputable profile in the community. The BGANZ preference is to engage, where possible, in long term, mutually beneficial arrangements with other organisations.

BGANZ will seek and engage with advertisers for web and newsletter advertisements that advance BGANZ's objectives and provide direct and or indirect benefits to the community. (See Advertising section)

DEFINITIONS

BGANZ defines sponsorship as a relationship between two or more parties in which there is an exchange of benefits. Both parties seek benefits that are specified in a business arrangement or contract. Sponsorship is a contribution either in money or kind with an agreed return or benefit to the sponsor.

In most cases sponsorship will involve the exchange of funds, goods or services in exchange for agreed benefits, such as acknowledgment, advertising, publicity, hospitality, networking opportunities, naming rights and/or other benefits. Other forms may include:

- Cash support and /or provision of material goods
- Resources, such as expertise, labour or facilities.
- Mutually beneficial arrangements that include more than two parties.

Sponsorship of BGANZ will be viewed as a business arrangement with a clear agreement on returns, obligations and termination provisions. All sponsorships should be accurately costed and evaluated by the BGANZ Council and should:

- Not draw excessively on BGANZ financial, human or other resources.
- Incorporate a reasonable administrative fee.
- Incorporate CPI if the term is more than one year.
- Provide BGANZ or the sponsor(s) with the flexibility to withdraw from an agreement where the other party/parties have defaulted on agreed contract terms.

BGANZ defines advertising as a relationship between two or more parties in which there is an exchange of benefits. BGANZ seeks advertising for website, newsletter and email newsletters. These advertisements are not (usually) part of any broader Sponsor agreement. Both parties seek benefits that are specified in a business arrangement or contract. Advertising is a contribution either in money or kind with an agree return or benefit to the sponsor.

In most cases advertising will involve the exchange of funds for placement of an advertisement on BGANZ website, newsletter or email updates.

SPONSORSHIP

Potential Benefits of Sponsorship Relationship with BGANZ for the Sponsor:

- An enhanced reputation, contributing to a sponsor's image and heightened brand awareness in the broader Australian and New Zealand community through an association with BGANZ.
- Association with BGANZ's recognized professional leadership
- A tangible high profile relationship easily communicated, appreciated and valued by a sponsor's stakeholders - members, employees and key clients.
- Possible leveraging opportunities to promote a sponsor's organisational messages and or service/products.
- Possible taxation opportunities.
- Possible increased access to use of BGANZ resources.
- Possible cross promotional opportunities with other BGANZ sponsors and partners.

Benefits of Sponsorship Relationship for the BGANZ (as the Recipient):

- Receive assistance (money,in-kind, information, expertise, staff, equipment etc) for agreed initiatives and established outcomes.
- Raising public awareness of value of sponsorship involvement.
- Heighten awareness of BGANZ need to secure a range of alternative funding sources.

Inappropriate Sponsorships and Exclusions

Sponsorships must not compromise any of BGANZ governing legislation or policies or BGANZ reputation and standing in the community. Sponsorship arrangements must minimise potential risks to the BGANZ in terms of any future liabilities through commercial, political and public controversies relating to sponsoring individuals or organisations.

The BGANZ is generally not in a position to offer:

- Exclusive right of supply of a product.
- Direct or supplied endorsement of a product.
- Favourable treatment in relation to the supply of good and/or services.
- A sponsorship agreement with an individual or organisation whose activities would bring the name and services of State/Territory Governments, the BGANZ, the BGANZ Council or staff into ill repute.

- The BGANZ will not accept sponsorship from any individual or organisation that conflicts with BGANZ core values and or are generally and reasonably known to have an anti-social and/or negative impact on the community.

ADVERTISING

Advertising will primarily be enabled through the Botanic Gardens newsletter, email news updates and the BGANZ website.

All adverts will be reviewed and processed by the Executive Officer and must meet BGANZ criteria for Advertisers outlined below.

Criteria Used by BGANZ in Assessing and Evaluating Potential Advertisers:

The proposal must be compatible with BGANZ objectives and Council policy.

- Potential advertisers must be socially and environmentally responsible and share in or align with the values of the BGANZ.
- Review public profile of organisation, the type of products and/or services of the organisation and their marketing methods to avoid conflict and potential embarrassment.
- Reject advertisement offers from organisations that have poor public image and those that can be categorized within the 'Inappropriate Sponsorships or Exclusions' section of this Policy.
- Existing interests and relationships, especially those that could give rise to a potential conflict of interest between existing advertisers or sponsors.

REVIEW

The BGANZ Council will review this Sponsorship and Advertising Policy no later than five years from its endorsement (endorsed 1 February 2013).

PROCESS

BGANZ will undertake sponsorship planning and negotiations in a manner consistent with overall BGANZ strategies. Considerable lead time may be required to develop a sponsorship proposal.

BGANZ is aware of the implications associated with sponsorship arrangements and acknowledges that it is important that only a few major sponsorships are undertaken each year. This is to ensure BGANZ resources are used effectively and all sponsorship performance requirements such as reporting and servicing can be achieved.

Planning Strategies

1. Identifying projects and / or responding to an unsolicited proposal:
 - Evaluate projects and initiatives that relate to core objectives and assess funding options (government, private or mixed).
2. Identifying potential sponsors and / or responding to a proposal submitted by a potential sponsor:
 - Market analysis to determine corporate image of BGANZ and whether its objectives relate to the potential sponsor's objectives.
 - Review potential sponsors' annual reports and evaluate current sponsorship policies, areas and projects.
 - Determine community image / likely community response.
 - Formulate target groups based on:
 - size
 - history
 - attitude to community projects
 - company objectives
 - Match BGANZ projects with potential sponsors.
 - High profile projects that generate high profile community awareness should have correspondingly significant value of sponsorship.
3. Criteria Used by the BGANZ in Assessing and Evaluating Potential Sponsors:
 - The proposal must be compatible with BGANZ objectives and Council policy.
 - Potential sponsors must be socially and environmentally responsible and share in or align with the values of the BGANZ.

- Review public profile of organisation, the type of products and/or services of the organisation and their marketing methods to avoid conflict and potential embarrassment.
- Reject sponsorship offers from organisations that have poor public image and those that can be categorized within the 'Inappropriate Sponsorships or Exclusions' section of this Policy.
- Existing interests and relationships, especially those that could give rise to a potential conflict of interest between existing sponsors.
- Undertake research of company and parent company to evaluate corporate reputation, stability and community / public image.

4. BGANZ Sponsorship Review:

The Council or nominee will evaluate all sponsorship projects to ensure this Policy is adhered to. This includes review of the strategy and outcomes proposed for the sponsorship, noting the following essential inclusions:

- The name of proposal.
- Current status of the proposal.
- The potential sponsor.
- The detail of the proposal.
- Proposed benefits to the sponsor.
- Proposed benefits to BGANZ.
- Potential risks to the BGANZ and other issues for consideration prior to decision.
- BGANZ commitments:
 - short term
 - long term
- Recommendation from BGANZ.
- Likely Criteria Used by the BGANZ and by Potential Sponsors When Considering Sponsorship Opportunities:
 - Taxation arrangements.
 - Relevance of project to corporate objectives.
 - Mutual interests.
 - Evaluating shared advantages from the project.
 - Visibility, recognition and signage.
 - Public recognition through media exposure and brand exposure

- Australian/New Zealand relevance.
 - Local/National/International community image is important.
 - Community capacity building.
 - Commitment to environmental conservation and sustainability.
- Value for money/return on investment.
 - Clear outcomes that relate to investment proposed.
 - Length of sponsorship
 - Value of proposed benefits

5. Developing a Proposal from BGANZ to a Potential Sponsor:

All BGANZ initiated sponsorship proposals will cover:

- Statement of objectives of BGANZ.
- BGANZ achievements in the area proposed and other areas of relevance.
- Detailed explanation of why BGANZ is seeking sponsorship
 - Details of the project, including anticipated outcomes to be achieved.
- Opportunities for sponsorship.
- Appropriate consultation with other key existing and/or potential stakeholders.
- Intended use of funding.
- Potential benefits for sponsor.
- Potential sponsor involvement in BGANZ.
 - Linking strategies between BGANZ and sponsor.
 - Hospitality and support initiatives.

6. Servicing and Managing the Sponsor:

BGANZ will strive to achieve excellence in the servicing and managing of the sponsorship relationship.

In addition to liaison by the BGANZ Executive Officer, a senior member of the BGANZ Council will be designated to oversee the relationship to ensure the highest standards of delivery, including:

- Negotiation and liaison with key stakeholders and potential sponsor throughout.
- Co-ordinate sponsor involvement at functions such as launches, media opportunities and unofficial functions.
- Maintain appropriate communication, liaison and correspondence.
- Report to BGANZ Council as appropriate.

BGANZ Council