



Sunraysia Community Radio Association Inc.

ABN: 19 305 406 312

SPONSORSHIP POLICY

Introduction

The Board of Sunraysia Community Radio Association Inc (SCRA) is committed to ensuring that its financial arrangements are carried out in an ethical manner.

Purpose

In accordance with the Community Broadcasting Codes of practice CODE 6:

Sponsorship

6.1 We will have in place a written sponsorship policy that reflects the Licence Conditions in the Act.

This includes:

- (a) Broadcasting no more than five minutes of sponsorship announcements in one hour, and*
- (b) Tagging each announcement to acknowledge the financial and/or in-kind support of the sponsor.*

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between SCRA and the private sector, i.e. sponsorship alliances with the small business community of Sunraysia, individuals and other non-government organizations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognized that such alliances can provide important financial and marketing support to potential partners of SCRA while at the same time generating additional revenues to support SCRA's mission and mandate.

Policy

The fundamental principles that shape SCRA's relationships with sponsors are:

1. Sponsorship of SCRA or of any symposium, project, program or event held by SCRA, will not entitle any sponsor to influence any decision of the organization.
2. SCRA will not enter into any alliance or partnership with any corporation or organization where the association with the prospective partner or acceptance of the sponsorship would jeopardize the financial, legal or moral integrity of SCRA or adversely impact upon SCRA's standing and reputation in the community. All tobacco, alcohol or gambling sponsorships are prohibited. If a sponsor's products work against SCRA's aims (to encourage a healthy, positive and inclusive community) the sponsorship is prohibited.
3. SCRA will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing SCRA policies.



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Responsibilities

The Board is responsible for the development and review of this policy.

All Board members; casual, permanent and contract staff; and volunteers are responsible for adhering to this policy.

Procedures

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving SCRA must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

Naming rights associated with any sponsorship arrangement must be approved by the Board. Sponsorship of any value will be embodied in written contractual agreements between SCRA and the sponsorship partner (See Appendix A).