

HFMA Sponsorship Policy

The aim of this Policy is to state HFMA's intentions of offering an equitable market for vendors to market their services through HFMA activities. These guidelines will also help ensure that all HFMA executives, non-executives and volunteers take a consistent approach.

HFMA deals with highly sensitive and emotive issues. The level of sponsor involvement needs, therefore, to be treated with caution. Sponsors should not receive ownership rights or any form of endorsement or exclusivity and their support must always be seen as secondary to the aims of HFMA. Sponsors should operate within clearly defined parameters, and observe issues of propriety at all time.

The outline parameters for sponsor involvement in the HFMA are:

- Companies' support should be seen as adding significant benefit to an existing HFMA message, campaign or activity.
- There should be no overt commercial advantage to the sponsor or brands as a result of HFMA staff or volunteers involvement in facilitating their sponsor's participation.
- If the sponsorship involves participation with a charitable activity that project or activity should not be entirely dependent on sponsorship support for its funding.

Sponsorship Principles

1. Sponsorship support should only be considered where it would be likely to produce significant net benefit for the HFMA at no detriment to its reputation.
2. Sponsorship support should add to, not replace, core funding.
3. Sponsorship should be sought in an open and even-handed manner from businesses competing in a particular field. A chosen sponsors competitors should not be given grounds to complain that they were not given a fair chance to participate.
4. Sponsorship should be of activities or events, not of individual Executives, Non-Executives or volunteers of the Association, lest those individuals appear to be placed under an obligation to the sponsor.
5. In general, acceptance of sponsorship should be tested against the general principle that it does not, and does not appear to, influence HFMA's charitable objectives and agenda set against achieving them or place HFMA under an obligation to any sponsor that goes beyond any agreements relating to the activity or event. Particular care needs to be taken when considering large amounts of individual sponsorship or repeat sponsorship.
6. HFMA must act with, and must demonstrate impartiality, honesty and integrity when entering into a sponsorship agreement.

7. HFMA must put procedures in place to ensure that sponsors do not receive returns that are greater than is proper and proportionate and that any sponsorship agreement is able to withstand Board of Trustee scrutiny. The HFMA will set out what benefit is reasonable for the sponsors to expect.

8. Sponsorship should not dilute the HFMA's activities, campaigns or messages.

9. The HFMA must not, and must not appear to, endorse the sponsoring company or its products.

10. Sponsors should not have any input into, or expect to influence the messages of HFMA towards their business area.

11. HFMA should examine rigorously whether:

- Particular activities should be excluded from sponsorship; and
- Particular types of company should be considered unsuitable as sponsors on the grounds of potential conflicts of interest or inappropriateness.

The HFMA should, where appropriate, examine sponsors for their financial viability, appropriate business practices, policies and customer and media profiles.

12. The HFMA should determine whether the sponsor could bring adverse publicity to the activity or the HFMA.

13. Any association with a sponsoring company must not compromise the HFMA's responsibilities to its members.

14. HFMA should select one or a number of its officials to be responsible for making sure that the guidance on sponsorship is known and is in use throughout the HFMA.

15. Sponsorship of individual amounts of more than £18,000 must be disclosed in HFMA's Annual Reports. Guidance on handling the recording of "in-kind" sponsorship is set out below. Individual amounts of less than £18,000 need not be disclosed.

16. "In-kind" sponsorship is the provision of goods or services to support or enhance a campaign or other activity. To measure the value of "in-kind" sponsorship, HFMA should consider the opportunity cost, that is, how much it would have cost the HFMA if it had paid for the support provided.

17. All sponsorship agreements should be in writing.

18. The HFMA brand is copyright protected and may not be used by a supporting organisation, except with the written consent of the Secretary (Chief Executive) of the Association.

19. All sponsors/exhibitors should be provided with HFMA's standard terms and conditions before committing to sponsored activity.
20. If sponsorship is sought from one of the Associations Corporate Partners, this approach should be levered through the Association's national Business Development Team
21. All sponsorship activities need to be reported to and invoiced through HFMA Ltd.
22. A commitment to providing and demonstrating 'value-for-money' for all sponsors needs to be adopted by all parts of the Association (including it's Branches), no matter what the level of sponsorship.
23. Any person acting on behalf of the organisation should try to negotiate leverage with HFMA's Business Development Team in order to maximise knowledge and financial contribution.
24. All sponsorship arrangements need to be clearly documented with a detailed benefits list and sign off by both a member of HFMA and the client prior to that activity taking place.

Contact points on Sponsorship:

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For Detailed guidance on securing sponsorship call HFMA Business Development Team on 0117 929 4789.