

BHS Sponsorship Guidelines for Volunteers

Introduction

The BHS welcomes sponsorship to help us deliver our objectives. This can be in the form of goods, services or revenue. It is important that these relationships are managed professionally both in terms of our communication with, and service delivered to, the companies involved and also from a legal perspective. At its best, sponsorship can improve our products and bring much needed revenues to the Society, if mismanaged; it can bring reputational risk and burdensome relationship management requirements.

These guidelines should be referred to before you enter into any sponsorship discussions.

What constitutes sponsorship?

Sponsorship is where the BHS has entered into an arrangement with a third party to provide support for a specific activity in return for defined benefits.

The BHS must benefit from the relationship, this could be:

- A direct financial payment
- Provision of a venue, facilities or equipment for an event
- Provision of required services for an event, eg. catering or rosettes

The Sponsor will receive specific named benefits, which could include:

- Branding at an event
- Tickets to the event
- A speaking opportunity at an event
- The opportunity to donate prizes
- Branding on promotional materials for the event

These benefits should never include:

- Endorsement of the company, their products or personnel.
- Use of the BHS logo on their products or promotional materials

These benefits must be deliverable:

- Without unreasonable extra expense
- Without detracting from the BHS branding and 'ownership' of the event
- Within the budgeted expense for the event

When should we be looking for Sponsorship?

Sponsorship should be sought for activities we would run without a sponsor and plan to run anyway. For example, sponsorship of a fun ride, an eNewsletter or talk. It is best to avoid running activities that are entirely reliant on sponsorship and/or are only being run to gain sponsorship revenue. Ideally, you should define specific benefits and then promote these as a sponsorship 'package' for the planned activity and promote these to potential sponsors. If the value of sponsorship exceeds £1,000 please contact Lisa Cowley prior to beginning any discussions.

When shouldn't we be looking for Sponsorship?

You should only look for sponsorship for your own activities and not enter into discussions for sponsorship of BHS activities outside of your area of responsibility. Nor should you establish sponsorship relationships for longer than the duration of a single activity or series of defined activities all covered with one agreement. Sometimes, it is prudent for the BHS to work on its own. This could, for example, be in a politically sensitive area of discussion/activity. If you are unsure if an activity should be sponsored, please contact Lisa Cowley, Volunteer Manager.

Sponsorship Agreement

It is important that any sponsorship is formally agreed. This brings clarity of the relationship and the deliverables by both parties and protects the BHS (and the sponsor). You should use the BHS Sponsorship Agreement for all situations (see Appendix 1).

Legally, it is important that you do not refer to the arrangement as a partnership nor having a partner. At all times, we should avoid BHS endorsement or implied endorsement of the sponsor. They should not be able to refer to the arrangement, nor use our logo etc, save in association with the activity sponsored and for a defined time period.

Who are suitable Sponsors?

It is extremely important that any organisation we choose to work with does not detract from our reputation. We need organisations that represent the same or similar brand values. In the majority of cases you will be approaching local businesses to support your activities. You should not make approaches to any national companies or those already working with the BHS, without speaking to Lisa Cowley, for advice. This ensures that we do not make multiple approaches to the same company, and can maximise opportunities for support.

If you are approaching an equestrian organisation, you must ensure they operate in BHS acknowledged fields. In order to seek clarity on this area (which is complicated and diverse) guidance should be sought from Lisa Cowley, Volunteer Manager, who will liaise with relevant colleagues.

You should not approach organisations offering similar/competitive services to those of the BHS, for example:

- ABRS
- Equine Welfare organisations

Branding and positioning

The sponsors should always be positioned as just that. There should be no BHS endorsement of the sponsor, just our grateful thanks for their support. We must not mislead our audience to think that the sponsor is:

- A BHS partner
- Running the event
- Endorsed by the BHS

The BHS logo should be positioned as usual – either right or left justified at the top of the 'page' in line with our usual design guidelines.

The sponsor logo should be positioned at the bottom right or left hand corner and contextualised with a statement such as 'kindly supported by'.

Similar principles should apply when the sponsor is referred to in copy, such as press releases.

For more information regarding branding contact the Marketing and Communications Department.

Further Information

You can access further support and guidance from Lisa Cowley, Volunteer Manager.

Appendix 1 BHS Sponsorship Agreement

RED SECTIONS ARE TO BE REVIEWED AND UPDATED OR REMOVED PRIOR TO
USE

This Agreement made the _____ day of _____

Between:

1. Insert name of relevant BHS Committee
The British Horse Society
Abbey Park, Stareton, Kenilworth
Warwickshire CV8 2XZ
2. Insert details of the partner (Sponsor) name and address.

Whereas:

The Sponsor agrees to sponsor the (insert date, title and venue for the activity to be sponsored) hereinafter known as 'the event'.

Benefits of Sponsorship:

1. Any promotion of the Event will mention the Sponsor and where possible feature their logo. This logo should be supplied to the BHS on (insert date) and (insert preferred format) format.

The planned promotional activities are:

Note at this stage, if possible, it is suggested you list all the planned promotional activities e.g. newsletter, tickets, promotional leaflet.

The Sponsor is aware that these activities are planned, but the BHS does not guarantee their delivery. However, also state, that these activities are planned but not guaranteed.

2. At the Event, the Sponsor will have the opportunity promote their brand by:

Note; insert details of what you will permit the Sponsor to do at the event, this could include displaying leaflets, having a small stand in the reception area, co-branding any visual presentations etc.

3. The Sponsor should not make public reference to this Agreement without prior approval by the BHS, this will include press releases and any promotional materials. Such agreement will not be unreasonably withheld.
4. The Sponsor will not be permitted to use the BHS logo on any of their materials other than those explicitly linked to the promotion or delivery of this event.
5. Fulfillment of promotional commitments above is reliant upon production of relevant material and information by the Sponsor within deadlines provided by the BHS and in the format required.

Cancellation

The BHS main contact should decide if they wish to amend clause 6 to include tiered timeframes for cancellation penalties.

6. Should the Sponsor wish to cancel this Agreement at any time, they will remain liable for the entire Sponsorship Fee as outlined in the clauses below.
In addition they would be liable for any costs incurred in fulfilling this Agreement but as yet undelivered at the time of cancellation, for example, branded rosettes. Where the Sponsor is providing goods or services in lieu of a Sponsorship Fee they will be liable for any costs incurred in sourcing alternative providers.
7. Should the BHS cancel this Agreement due to unforeseen circumstances such as cancellation of the speaker, an Act of God etc, they will endeavor to provide as much notice as possible to the Sponsor

Sponsorship Fee

The total Sponsorship Fee for this Agreement is £x (plus VAT at the prevailing rate).
Inset details of how you wish to be paid.

OR

The Sponsorship Fee for this Agreement is the provision of in kind goods and services. These consist of the following:

Be specific, if they are providing a speaker include their name and the theme of their talk, times and if there are any specific expectations of their talk.

General

The details of this agreement relate only to the event and do not imply a going relationship between the two parties, nor a wider relationship with the British Horse Society as a whole.

At no time should it be stated or implied that the sponsorship constitutes a BHS endorsement of the Sponsor, their products, views or recommendations.

On behalf of the Sponsor

Signed:.....on behalf of

Name:.....

Date:.....

On behalf of the British Horse Society

Agreement contact – Main contact for the management of this agreement. They must be a BHS volunteer.

Signed:..... on behalf of The British Horse Society.

Name:.....

Role:.....

Date:.....

Where this is not a staff member a British Horse Society Staff member must authorise the agreement.

Signed:..... on behalf of The British Horse Society.

Name:.....

Role:.....

Date:.....