

Purpose

1. The purpose of this policy is to outline eviDent's approach to dealing with sponsorship and detail the types of sponsorship arrangements that eviDent might enter into.

Scope

2. This policy applies to sponsorship arrangements.
3. This policy does not apply to donations, grants, gifts, bequests, sale of advertising, joint ventures and corporate partnerships.

Definitions

For the purposes of this policy, the following definitions are used:

4. **Sponsorship:** cash or in kind contribution(s) to support eviDent or an activity of eviDent in return for agreed benefits. A sponsorship is not a donation and therefore not tax deductible.

Criteria

5. Sponsorship arrangements must:
 - a. benefit eviDent's members, the community or research; and
 - b. compliment eviDent's objectives and policies.
6. Sponsorship arrangements must not:
 - a. create an actual, potential or perceived conflict of interest or endorsement;
 - b. limit the Foundation's ability to carry out its functions;
 - c. personally benefit eviDent employees, directors or members;
 - d. compromise eviDent's reputation
7. Sponsorship will not be accepted from organisations that derive any source of revenue from any of the following:
 - a. tobacco or related products;
 - b. weapons; and
 - c. pornography or sexual services.
8. Sponsorship will be considered on a case by case basis from organisations that derive their main source of revenue from any of the following:
 - a. gambling;
 - b. alcohol;
 - c. confectionery, soft drink, energy drink, sport drink; and
 - d. fast food.
9. Sponsorship will not be accepted from organisations that:
 - a. are in breach of Australian laws
 - b. exploit people through below award wages or poor working conditions;
 - c. are not environmentally responsible; and
 - d. whose primary objective is to promote political or religious causes.
10. eviDent reserves the right to decline sponsorship for any reason.

Activities

11. The types of events/ activities eviDent may enter into a sponsorship arrangement for include:
 - a. conferences/ annual meetings;
 - b. fundraising activities such as dinners and sporting events;
 - c. awards;
 - d. training;
 - e. activities that promote eviDent, our objectives and our research

Benefits for sponsors

12. Benefits of sponsorship may include one or more of the following, but are not limited to:
 - a. branding on event marketing;
 - b. exposure through signage;
 - c. online promotion;
 - d. complimentary tickets;
 - e. naming rights;
 - f. acknowledgement in speeches;
 - g. opportunity to address attendees;
 - h. opportunity to provide sponsor supplied promotional material.
13. Sponsorship will not entitle the sponsor to a copy of eviDent's registration or membership databases. Sponsors may seek to obtain the contact details of attendees at the event by way of a 'lucky door prize' or similar, subject to the agreement of eviDent.

Agreements

14. eviDent will seek to provide sponsors with the best value for money/ return on investment.
15. Sponsorship benefits, terms, conditions and procedures for each sponsorship arrangement will be detailed in the sponsorship agreement.
16. Surplus cash from a sponsored activity or event will be invested in eviDent's investment fund.
17. eviDent may enter into multiple sponsorship agreements for the same event/ activity, unless it stipulates that exclusivity for category and or type of sponsorship available.
18. eviDent will provide a post-event report to sponsors.

Review

19. This policy will be reviewed and updated within five (5) years of the issue date, or earlier if any changes indicate a need for a review.