

Sponsorship Guidelines & Policy (February 2019)

1. Introduction

- 1.1 The London Borough of Camden set up the Camden Climate Change Alliance (the 'Alliance') in November 2008 to support businesses and other institutions in the borough to reduce carbon emissions. Currently the membership has over 270 member organisations.
- 1.2 Organisations of all sizes and sectors can join the Alliance. On joining, businesses commit to work together to achieve a joint carbon reduction target. Members submit their energy consumption data annually and progress is announced via the CCCA Annual Report.
- 1.3 Basic ('free') membership entitles organisations to access online resources and attend events for a small fee. Premium paid for membership provides an account manager as well as a bespoke support dependent on the organisation's needs. CCCA also offer paid for services.
- 1.4 To continue to provide free basic membership, the Alliance is seeking additional income streams including sponsorship.
- 1.5 The Alliance is overseen by an Advisory Board of external partner representatives.

2. Scope and Purpose

- 2.1 For the purposes of this policy sponsorship is defined as: "an agreement between the Alliance and the sponsor, where the Alliance receives income for benefits agreed". These benefits are listed in the Alliance **Sponsorship Agreement with terms and conditions**.
- 2.2 The Alliance has a sponsorship policy in order to:
 - Uphold the Council's reputation and corporate identity
 - Further the Council's strategic vision and support its priorities ([Camden 2025 and Our Camden Plan](#))
 - Secure best value for money and maximise income
 - Provide a framework and control measures
 - Ensure compliance with legislation, advertising industry codes and other Council policies
 - Support development of commercial partnerships with the private sector
 - Safeguard the image and environment of the borough
- 2.3 Two types of sponsorship are covered in this policy:
 - One off sponsorship of the Alliance for specific events, activities or projects
 - Annual Alliance sponsorship
- 2.4 In order to ensure that this Sponsorship Policy does not conflict with Council Policy it will be reviewed annually to ensure it continues to reflect policy.

3. Sponsorship policy

- 3.1 Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following:
- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
 - Disparagement or promotion of any person or class of persons
 - Promotion or incitement of illegal, violent or socially undesirable acts
 - Promotion or availability of tobacco products, weapons, gambling or illegal drugs
 - Financial organisations and loan advancers with punitive interest rates
 - Promotion or availability of adult or sexually orientated entertainment materials
 - An infringement on any trademark, copyright or patent rights of another company
- 3.2 All sponsorship deals will be subject to a signed legal agreement between the Council and the sponsoring organisation in the form of a signed Alliance **Sponsorship Agreement with terms and conditions**.
- 3.3 Any organisation wishing to sponsor the Alliance must adhere to this policy and the **Sponsorship Agreement with terms and conditions**.
- 3.4 The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Identity Policy or Brand Guidelines and the Alliance Brand Guidelines.

4. Procedure

- 4.1 The opportunity to sponsor the Alliance annually or for a one off event /project will be advertised through the Alliance website on an ongoing basis, published in our e-bulletin at intervals throughout the year, electronic mailings, social media and other avenues including our networks.
- 4.2 Sponsors must be an Alliance member (any membership type).
- 4.3 Sponsors may be directly invited by the Alliance in relation to annual and one off sponsorship. Organisations may express interest in becoming a sponsor. The Alliance retains the right to refuse an offer of sponsorship.
- 4.4 Where a sponsor adheres to this sponsorship policy and the Alliance is happy to accept an offer the **Sponsorship Agreement with terms and conditions** will be provided.
- 4.5 There is no limit on the number of sponsors the Alliance will accept at any one time.

5. Period of sponsorship

- 5.1 For one off sponsorship for specific events sponsorship is limited to that activity or project plus recognition in the relevant annual report.
- 5.2 As an annual sponsor start and end dates are noted in the **Sponsorship Agreement with terms and conditions**. Sponsorship will be recognised throughout the year on the Alliance website, at events and activities the CCCA undertakes.

6. Sponsorship levels

- 6.1 For one off sponsorship for specific events and/or activities an offer will be made in a tailored sponsorship agreement with terms and conditions.

6.2 For annual sponsorship there are two rates outline below that will made in the **Sponsorship Agreement with terms and conditions:**

	Sponsorship level	
	Benefactor (£5,000 +VAT)	Advocate (£2,500 +VAT)
Exposure of your business brand		
1. Your business logo and profile listed on our website	✓	✓
2. Your business logo and profile featured in at least one of our monthly electronic newsletter publications*	✓	✓
3. Your business logo featured in our annual report	✓	✓
4. Opportunity to author one blog piece for the CCCA website	✓	✓
5. Use of your business banner at our annual event	✓	
6. Invitation to speak at two CCCA or partner events	✓	
7. introduction to speakers at events	✓	
8. Free attendance (up to 3 employees) to CCCA events	✓	
Use of the CCCA logo		
9. Use the CCCA supporter's mark logo on your website, selected marketing materials and stationery.	✓	✓
10. CCCA team to present to your employees on sustainability in the borough	✓	
11. CCCA team to present at one of your events	✓	
Support local organisations		
12. Invitation to create bespoke sustainability projects. These projects could include air quality, fuel poverty, waste or green space.	✓	
13. Provision of one year CCCA premium membership (Support to a local organisation)**	✓	

*At the discretion of the CCCA

** The CCCA shall choose the local organisation to be supported.