



# AUSTRALASIAN COLLEGE OF SPORT AND EXERCISE PHYSICIANS

## Ethical Sponsorships, Advertising and Donations Policy

### Aim

This policy outlines Australasian College of Sport and Exercise Physicians (“ACSEP” or “the College”) policy in relation to sponsorship, advertising, event and donation related activities.

### Scope

This policy (“Sponsorship Policy”) relates to any organisation or individual that seeks to work with the ACSEP as a partner. It does not relate to endorsement of products or services.

### Purpose

In an effort to maximize the value generated by this policy for both our members and supporting organisations, it is in the best interest of ACSEP to create and enhance relationship-based sponsorships.

This policy will set key criteria that must be addressed when engaging in any sponsorship, advertising, event or donation related activity and must be adhered to at all times. Any exceptions should be referred to the Board for review.

### Overview

The following guidelines in this Sponsorship Policy have been specifically designed for the College to ensure that the organisation has a healthy relationship with our support organisations and that such relationships are in line with the organisation’s vision and direction.

This document will act as a mechanism to ensure that ACSEP meets and exceeds industry Best Practice and ethical conduct when dealing with sponsorships and advertising and ensure that there is a healthy alignment between our projects and supporting organisations / individuals.

The Sponsorship Policy shall be reviewed by the Board at regular intervals and may evolve as the needs of new projects are incorporated into its usage.

### Target Audience

<b>TARGET AUDIENCE (including temporary staff)</b>	
<b>People who need to know this policy in detail</b>	Board, Communication Sub-committee and CEO
<b>People who need to have a broad understanding of this policy</b>	All staff including temporary staff and contractors where applicable



## **Declaration of Interest**

Board and staff members and contractors are required to declare any interests they have which could influence any decisions they may make in their work in relation to this policy. In order to avoid a conflict of interest, staff /contractors/ Board must declare their private business or private work and financial or personal interest (e.g. company shares, research grant) in any organisation with which they have to deal, and be prepared to withdraw from those dealings if required, thereby ensuring that their professional judgement is not influenced by such considerations.

## **Sponsorships**

A sponsor is a business enterprise aiming to use its marketing budget to engage and target a direct key audience with a strategic message. A sponsorship is an agreement between ACSEP and the sponsor, where the College receives funds, goods or services in exchange for an opportunity to deliver key messages to ACSEP's audience. A sponsorship's value is typically public recognition and publicity or advertising highlighting the contribution of the sponsor and/or the sponsor's name, logo, message, products or services.

The Sponsor usually has clear marketing objectives that they are trying to achieve, including but not limited to the ability to drive sales directly based on the sponsorship, increase their database and/or quite often, the right to be the exclusive sponsor but not limited in a specific category of sales. A letter of agreement or contractual arrangement that details the particulars of the exchange is required. The details of what is being offered must be in line with this policy.

## **Advertising**

An advertiser is a business enterprise who engages with ACSEP for key advertising messages. ACSEP will only engage with an advertiser in the context of a clear message being published in our paper-based media and online social media. This form of advertising will be offered with a clear cash or in-kind sponsorship. There must be written agreement in place that outlines the nature of the advertising and the details of what is being offered must be in line with this policy.

## **Donations**

A donation comes with no restrictions on providing a defined benefit to the donor. Donations may be attached to a particular project or a product if the donor wishes to support a particular aspect of ACSEP's work or may be unrestrictive in its scope. Since donations or gifts come with no restrictions or expected benefits for the donor, a contract is generally not needed.

## **Guidelines for Acceptable Sponsorships**

Sponsors should be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the College. All sponsorships should be reviewed in terms of creating synergistic working relationships with our members, ACSEP and the sponsor whilst keeping in mind any political sensitivity.



## **Sponsorship Selection Criteria**

### **1. Relationship of Sponsorship to Vision and Goals**

The first major criterion is the appropriate relationship of a sponsorship to the organisation's vision and objectives. While objective analysis is ideal, the appropriateness of a relationship may sometimes be necessarily subjective. This policy addresses this necessity by including Approval Levels from various levels of ACSEP management and staff.

**The following questions are the major guiding components of this policy and should be addressed prior to soliciting potential sponsors:**

1. Is the sponsorship reasonably related to the vision and objectives of ACSEP?
2. Will the sponsorship help generate more revenue and/or intangible value to the organisation?
3. What are the real costs, including staff time, for procuring the amount of cash or in-kind resources that come with the generation of the sponsorship?
4. Will the sponsorship be well received by our members?
5. Will the sponsorship be well received by the general practice sector itself?
6. Will the sponsorship be in line with the value proposition of ACSEP?

**Sponsorships which shall NOT be considered are those which:**

1. Promote any work, or other practices that constitute any violations of law.
2. Do not meet the code of practices set by Medicines Australia or TGA
3. Promote use of non-prescription drugs, alcohol or tobacco
4. Duplicate or mimic the identity or programs of ACSEP
5. Exploit participants or staff members of the ACSEP

### **2. Sponsorship Plan and Approval Levels**

Each project or program that involves solicitation of sponsors should create a Sponsorship Plan specific to that project or program that is in line with the Sponsorship Levels. This plan needs to be approved by the CEO. In addition, each sponsorship will need separate approval if they exceed pre-specified limits. The approval levels are outlined below:

<b>Up to \$50,000</b>	The Agreement needs approval of the CEO
<b>Over \$50,000</b>	The Agreement needs approval of the CEO and the Board

## **Additional Guidelines for Implementation**

### **A. Equitable Offerings**

It is important that all sponsorships of equal levels across divisions within ACSEP yield the same value of benefits for potential sponsors.

### **B. Sponsorship Contact Database**

A designated staff person or representative of the ACSEP will keep an updated list of all current sponsors, sponsored activities, and contacts related to sponsorship.



### **C. Sponsorship Committee**

A committee consisting of the CEO and at least 1 Board Director shall meet twice per year to review the database, review current contract samples, and recommend adjusting benefit levels and policy as needed. Changes shall not take effect before approval by the Board. This may also be facilitated by the Communication Committee.

In addition, The CEO will submit a list of new sponsorships at each Board meeting. This will enable early identification of potential future sponsors and will allow Board to ensure that the sponsor mix aligns with ACSEP's vision and strategic direction.

### **D. Pharmaceutical Sponsorship – [High Risk]**

When ACSEP engage with a pharmaceutical company in either the form of advertising, sponsorship or donations, activities will only be undertaken in the strictest adherence to the Medicines Australia code of conduct. This code will recognise the relationship between health organisations and pharmaceutical companies and the need for both parties to work together in a transparent and accountable way.

Pharmaceutical sponsorship and advertising can be accepted under the following conditions:

- (a) Promotional information material on products supported by Pharmaceutical funds must only be accessible to healthcare professionals\* and must only be accessible via a secure system that is designed to prevent access by members of the general public\*\*.
- (b) Pharmaceutical brand name sponsorship or advertising cannot appear in social media channels.
- (c) Pharmaceutical branding can appear in materials, events, and activities that target the general public as long as product brand names, generic names, specific products or modes of treatment, experimental treatments, theories or unsupported techniques details are omitted. Educational materials *are* allowed in this clause.
- (d) Pharmaceutical advertising will not be permitted at medical student only events, nor on the ACSEP website

\*Healthcare professions and healthcare professionals includes members of the medical, dental, pharmacy or nursing professions and any other persons who in the course of their professional activities may prescribe, dispense, recommend, supply or administer a Product.

\*\*General Public are persons other than healthcare professionals

### **E. Health Supplements Sponsorship – [High Risk]**

ACSEP will consider products which make a 'health claim', such as vitamins, supplements, powders, protein drinks and the like, on a case by case basis. This will need to be reviewed by the Board and CEO and assessed on their evidence base. A full risk analysis and detailed proposal will be prepared when companies of like are considering offering ACSEP a sponsorship or donation. Wherever possible these companies will need to follow the Medicines Australian Guidelines, in particular adhering to the strictest quality control through third party batch testing.



## References

1. RACGP Sponsorship Policy  
<http://www.racgp.org.au/download/Documents/Policies/Organisational/advertising-and-sponsorship-policy.pdf>
2. AMA Code of Ethics  
<http://www.ama.com.au/codeofethics>
3. Medicines Australia Code of Conduct  
<http://www.medicinesaustralia.com.au/>

## A. Financial Procedures for the Receipt of Donations

- 1) Any donation made by a member of the public or organisation should be deposited in the nominated account as soon as possible. If the donor makes it clear that they wish the gift to benefit a particular product or service then this should be recorded and funds used appropriately.
- 2) A receipt should be issued for any donations. This receipt should make it clear which Charitable Funds will be credited with the donation. All cheques for donations should be made payable to "Australasian College of Sport and Exercise Physicians".
- 3) Any donation to a service should also be acknowledged by the Chair and a formal letter of thanks written by him/her to the donor.
- 4) Staff should not receive donations, or any other money, on behalf of the ACSEP and spend the money themselves on the purpose for which it was intended by the donor. The money must always be paid into the nominated account and then expenditure authorized accordingly.
- 5) Staff must consult their manager and obtain their approval before involving themselves in their official capacity in fund raising activities. All income received as a result of such approved activities must be banked into the nominated account.



## B. Sponsorship Procurement Authority Levels

Sponsorship Procurement Authority Level		
Value of Sponsorship exceeds authority levels	CEO \$0 - \$50,000	Board Approval \$50,001 >
Advertising	Yes	Yes
New Business Opportunity	Yes	Yes
Multi – Year Contracts	Yes	Yes
New Product Development	Yes	Yes
Co-Branding / Endorsing Products	Yes	Yes

Risk Factor Based on Industry Type			
Industry Type	Low	Medium	High
Medical Training Organisations	Yes		
Other medical practitioner organisations		Yes	
Medical Indemnity companies	Yes		
Insurance companies	Yes		
Financial companies		Yes	
Pharmaceutical organisations			Yes
Preventative Health	Yes		
Medical Equipment		Yes	
Therapeutic goods		Yes	
Education	Yes		
Legal		Yes	
Travel	Yes		
Automotive	Yes		
Recruitment	Yes		
Telco		Yes	
Apparel	Yes		
Food		Yes	
Vitamins & Supplements			Yes

Please note:

**Low-Medium Risk Factor** industry types will be approved by the CEO.

**High Risk Factor** industry types will be approved by the Board



## **Glossary of Sponsorship Terms**

### **Activation**

The marketing activity a company conducts to promote its sponsorship. Money spent on activation is over and above the rights fee paid to the sponsored property. Also known as leverage.

### **Advertising**

The direct sale of print or some other types of communication medium to provide access to a select target market.

### **Ambush Marketing**

A promotional strategy whereby a non-sponsor attempts to capitalize on the popularity/prestige of a property by giving the false impression that it is a sponsor. Often employed by the competitors of a property's official sponsors.

### **Audio Mention**

The mention of a sponsor during a TV or radio broadcast.

### **Business-to-Business Sponsorship**

Programs intended to influence corporate purchase/awareness, as opposed to individual consumers.

### **Category Exclusivity**

The right of a sponsor to be the only company within its product or service category associated with the sponsored property.

### **Cause Marketing**

Promotional strategy that links a company's sales campaign directly to a non-profit organization. Generally includes an offer by the sponsor to make a donation to the cause with purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment.

### **Cosponsors**

Sponsors of the same property.

### **Cross-Promotions**

A joint marketing effort conducted by two or more cosponsors using the sponsored property as the central theme.

### **Donations**

Cash or in-kind gifts that do not include any additional negotiated conditions in return. Synonyms: Philanthropy, Patronage.

### **Editorial Coverage**

Exposure that is generated by media coverage of the sponsored property that includes mention of the sponsor.

### **Emblem / Logo / Mark**

A graphic symbol unique to a property.

**Escalator**

An annual percentage increase built into the sponsorship fee for multi-year contracts. Escalators are typically tied to inflation.

**Fulfilment**

The delivery of benefits promised to the sponsor in the contract.

**Hospitality**

Hosting key customers, clients, government officials, employees and other VIPs at an event. Usually involves tickets, parking, dining and other amenities and may include interaction with delegates.

**In-Kind Sponsorship**

Payment (full or partial) of sponsorship fee in goods or services rather than cash. Also known as Contra Deal

**Media Equivalencies**

Measuring the exposure value of a sponsorship by adding up all the coverage it generated and calculating what it would have cost to buy a like amount of ad time or space in those outlets based on media rate cards.

**Media Sponsor**

TV and radio stations, print media and outdoor advertising companies that provide either cash, or more frequently advertising time or space, to a property in exchange for official designation.

**Option to Renew**

Contractual right to renew a sponsorship on specified terms.

**Perimeter Advertising**

Stationary advertising around the perimeter of an arena or event site, often reserved for sponsors.

**Premiums**

Souvenir merchandise, produced to promote a sponsor's involvement with a property (customized with the names/logos of the sponsor and the property).

**Presenting Sponsor**

The sponsor that has its name presented just below that of the sponsored property. In presenting arrangements, the event/facility name and the sponsor name are not fully integrated since the word(s) "presents" or "presented by" always come between them.

**Primary Sponsor**

The sponsor paying the largest fee and receiving the most prominent identification (Would be naming rights or title sponsor etc.). Synonymous to Platinum sponsor.

**Property**

A unique, commercially exploitable entity (could be a product, event, campaign or program)





**Right of First Refusal**

Contractual right granting a sponsor the right to match any offer the property receives during a specific period of time in the sponsor's product category. Synonymous with Right of First Access.