



Commercial Sponsorship Policy

Effective From June 2025

Review date June 2028

Responsibility: CEO / Finance and Audit committee

Overall Responsibility: IGG Board

Purpose:

This policy provides a framework for IGG volunteers and staff regarding commercial sponsorship activities. It aims to generate revenue while safeguarding IGG's reputation, brand integrity, and public relations. This policy should be read in conjunction with the IGG Commercial Sponsorship Procedures and Guidelines.

Definitions:

Commercial Sponsorship: A business relationship where IGG receives financial or in-kind contributions (money, products, or services) in exchange for marketing and community relations opportunities or the sponsor seeks corporate recognition. This differs from partnerships, which involve mutual benefits and shared goals. Please note that other kinds of sponsorship exist such as:

- In-Kind Sponsorship: The provision of goods or services instead of monetary contributions.
- Indirect Sponsorship: Sponsorship where the benefit to IGG is not direct financial support but, for example, increased brand awareness or access to resources.

Policy Statement:

Irish Girl Guides may accept sponsorships for events, programs, and operations, provided they align with this policy and associated procedures. Sponsorship income diversifies revenue, keeping membership dues and event fees affordable.

Sponsor Selection Criteria:

IGG will only consider reputable individuals and organisations whose image, products, or services align with IGG's mission, values, and strategic priorities. Each potential sponsorship is assessed on its merits, considering:

- Alignment with IGG's image and values.
- Suitability for IGG's overall strategy.
- Contribution to IGG's objectives (measurable impact).
- Financial stability and reputation of the sponsor (include due diligence steps).
- Compliance with relevant laws and regulations.
- ESG (Environmental, Social, and Governance) performance

A support framework to consider this and other assessment is available in Commercial Sponsorship Guidelines.

Due Diligence and Ethical Considerations:

Before accepting a sponsorship, IGG will conduct thorough due diligence assessment (see Commercial Sponsorship Guidelines) including:

- Reviewing the sponsor's financial stability and reputation (public records, credit reports, news articles).
- Verifying compliance with relevant laws and regulations.
- Assessing potential conflicts of interest (internal disclosure process).
- Evaluating the sponsor's ESG performance (using publicly available information such as CSR reports, media coverage, independent ratings).
- IGG will not accept sponsorships from organisations involved in any activity that goes against IGG core values, or any sponsorship that compromises the IGG brand.

In addition:

- Activities promoting party politics or religious activities (exceptions for faith-based CSR coalitions) require Board approval and clear rationalisation.
- Activities that conflict with IGG's commitment to social responsibility and ethical conduct, such as those involving human rights abuses or environmental damage, should not be considered.

Rejections will be documented but kept confidential.

Decision-Making Process:

In any sponsorship activity either financial or in-kind contributions (money, products, or services) a tiered approval process is used, based on sponsorship value and potential for conflict or complexity:

Value €0 - €1,000:	Event organising committees may approve sponsorships, reporting them to the Board via standard committee reports and ensuring compliance with audit procedures.
Value €1,001 - €3,000:	The relevant committee chair approves, informing the CEO. Board reporting and audit compliance are required.
€3,001 - €10,000 or involving exclusivity, lasting one year or more, or raising compliance concerns:	Requires written Board approval.
Over €10,000:	Requires a formal written sponsorship agreement from the sponsor, reviewed and approved by the Board, or delegated by the board. This should include a detailed budget, deliverables, and timelines.

Please note regardless of value of sum the sponsor may need to request a signed agreement from National Office.

If the sponsorship involves an asset that should be added to the appropriate asset register in line with fixed asset policy.

Conflict of Interest:

To ensure transparency, any potential financial or personal relationships between IGG members, staff, or board members and potential sponsors should be disclosed. This should be noted in the standing committee minutes and members with such relationships should abstain from relevant decision-making. For significant relationships, an independent review may be advisable.

Scope of Sponsorships:

Timing: Programme and operational sponsorships can be for any period. Those exceeding three years require annual reviews. Event sponsorships can be for single events or a series of events.

Number and Size: One or two sponsors are preferable for small events. Larger events may have multiple sponsors unless a single sponsor funds a significant portion (e.g. branding rights).

While sponsorship amounts are often based on a percentage (or full) cost of the activity, including overheads, flexibility is possible depending on the nature of the sponsorship and the resources involved

Benefits and Recognition:

A range of recognition opportunities is available to sponsors, tailored to their contribution. These may include website mentions, communications, features in Trefoil News, and event signage. A fee schedule guideline is available for Irish Girl Guides to consider especially for additional promotional elements in Commercial Sponsorship Guidelines.

IGG will not endorse a sponsor product or products.

This means that whenever Irish Girl Guides (IGG) acknowledges a sponsor, they must include a disclaimer. This disclaimer clarifies that IGG is not endorsing the sponsor's products or services. The purposes of the disclaimer include:

- **Transparency:** Ensures the public knows the relationship is a sponsorship, not an endorsement.
- **Avoidance of Misinterpretation:** Prevents misunderstandings about IGG's support for the sponsor's offerings.
- **Legal Protection:** Limits IGG's liability regarding the sponsor's products or services.
- **Maintaining Integrity:** Helps uphold IGG's credibility by avoiding perceived bias.
- A typical disclaimer might state that the views expressed are solely those of IGG and not necessarily of the sponsor. The wording should be reviewed to meet legal standards and be prominently displayed alongside sponsor recognition - see Commercial Sponsorship Guidelines for further support.