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## SPONSORSHIP POLICY

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### INTRODUCTION

British Gymnastics are expected to publish Sponsorship guidelines for Clubs and Individuals in early 2020. In accordance with general Charity practice, SALTO will be guided by the new BG Sponsorship Policy and adhere to any restrictions that is deemed appropriate. In the interim, this document sets out SALTO's Sponsorship Policy.

### CORPORATE SPONSORSHIP

This policy document sets out the basis for seeking and accepting Corporate Sponsorship for the benefit of SALTO Gymnastics Club in furtherance of its Charitable Objects.

SALTO is striving to secure the long-term sustainability of the club for future generations as well as diversifying the funding base of the club. These twin aims will contribute to continuity of the charitable work of the club to make the gymnastics training as affordable as possible, to as many children and young people as possible.

Corporate sponsorship is one source of funding that SALTO wishes to attract. Such sponsorship arrangements should be mutually beneficial. The support need not always be financial. The benefits to the sponsor, may include, but not be limited to:

- Raise the profile of the Sponsor's brand by reaching and engaging with new audiences
- Increase awareness of Sponsor's organisation, its products and services
- Create association with the excellence, independence and credibility that a charity like ours provides.

SALTO has developed a range of sponsorship opportunities to enhance the sponsor's business by becoming a valued partner and supporter of all that SALTO does and represents.

SALTO has a subscription with SNAP Sponsorship and through this will develop its Sponsorship offer and a profile to be posted on the SNAP Sponsorship portal. When published there will be a link to SALTO SNAP Sponsorship Page, with the SALTO Website <https://www.saltogym.org/sponsorship-opportunities>.

The SNAP Sponsorship portal has the capability of publicising a comprehensive range of Assets and Opportunities. In addition, are open to discussing potential sponsor's own reasonable ideas which may not be described on the SNAP Sponsorship portal.

#### **Financial Sponsorship - Club**

Donations from sponsors will be treated as unrestricted reserves for the purposes of SORP FRS102 reporting. This means that the Charity shall have sole discretion for the application of such funds and shall decide when and how such donations shall be used.

SALTO may reach an understanding that the funds are intended to be used for a specific purpose for the general benefit of the club.

SALTO shall not accept "conditional donations" because this imposes specific additional duties and accountability for the application of such funds upon the board of trustees.

#### **Financial Sponsorship – Individual**

Like all sports, certain individuals may attract the attention of a potential corporate sponsor that for whatever reason the sponsor wishes to be associated with an individual rather than the club in general. SALTO would support such arrangements, but these must remain private between sponsor and gymnast and the funding must not pass through SALTO. The gymnast (or the family) shall be entirely responsible for accounting for the use of such funding, if this is a condition of the donor. However, SALTO will acknowledge the support for the gymnast(s) by way of positive social media and website coverage of the generous support provided.

There is an opportunity for individuals to create their own SNAP Sponsorship profile, subject to purchasing a subscription.