

Sponsor Guidelines



Introduction

WorldDAB organises multiple events and activities each year. It often offers members and other organisations the opportunity to sponsor these events. Revenues from these sponsorships help cover the costs of organising and hosting these events.

While the revenues from such sponsorships are a valuable source of funds for WorldDAB, it is important that these commercial relationships do not in any way conflict with WorldDAB's overarching mission and values.

Against this background, the following guidelines are designed to preserve the integrity of WorldDAB, while acknowledging the role of sponsors.

Scope and definition

This document outlines:

- the principles the Project Office should adopt when receiving sponsorship; and
- the procedures to be followed by a sponsor of a WorldDAB event or activity.

These sponsorship guidelines apply to all sponsorship received, to protect the interests of WorldDAB.

Sponsorship is the purchase of the right to associate the sponsor's name, products and services with a WorldDAB activity in return for negotiated benefits. Sponsorship rights can be purchased through financial contributions or the provision of in-kind goods or services. Sponsorship is a business relationship in which both the Sponsor and WorldDAB should benefit.

Any form of sponsorship for a WorldDAB event will bring benefit to WorldDAB. Such benefit may be realised from assistance in defraying the cost of an event, where the sponsorship involves sponsorship monies, or in-kind services which would otherwise have had to be paid for. Benefit may also be realised by participants at an event receiving products or services that are useful to them.

Factors to consider

- Identity of sponsor
The sponsor must be a responsible and reputable organisation, whose name and identity would enhance the event
- WorldDAB's reputation and standing
The sponsorship should ensure that the values and objectives of the sponsor should be well aligned with our own – and there is no risk of reputational damage to WorldDAB through association with the sponsor.
- No conflict of interest
There should not be any conflict of interest, nor any perceived conflict of interest between the sponsor and WorldDAB.

- **Benefit of sponsorship**
The specific sponsorship that is proposed, including monies, in kind services etc, should benefit WorldDAB and the event. The sponsorship benefits to be received by the Sponsor should correspond with the level of benefit which is received by WorldDAB from the Sponsor.
- **No favouritism**
WorldDAB must not favour a sponsor to the exclusion of its competitors, but will use reasonable efforts to offer the opportunity to sponsor fairly without favouritism
- **Balance**
To achieve a balanced approach to the companies and organisations we work with, WorldDAB will seek an appropriate rotation of partners and sponsors.

The following sponsorship benefits are permitted to be offered:

- naming rights for a part of an Event, such as a particular hospitality or network or other activity
- signage rights
- a sponsor's trademark, name or logo appearing on event banners, posters, approved printed material, displays, souvenirs, websites and direct marketing material, in a design approved by WorldDAB
- registration at an event
- making presentations at an event
- distributing appropriate products or materials at an event
- naming rights of products or services such as a drinks reception
- exclusivity of a category of sponsorship, where offered
- brand logo mention on advertising copy, press releases, editorial mentions, promotional emails, where offered
- other benefits which are offered and are deemed as appropriate to the occasion

Potential sponsors should be informed that their sponsorship can in no way influence the agenda, content, conduct or outcomes WorldDAB activities. WorldDAB will retain complete editorial control over all WorldDAB events and activities, including all sponsor-related communications.

While it is recognized that employees of companies often have a unique perspective/expertise on a topic, it is important that any presentations given by the representative of a sponsor are focused on aspects which are relevant to the topic under discussion and not for promotional purpose.

Any corporate sponsorship is not an endorsement of a company's product or service and may not be represented by the sponsor as such in any way. Real or perceived conflicts of interest should be avoided.

The sponsor agreement should state:

- the aims of the sponsorship and how it supports WorldDAB's mission and key objectives
- all parties' rights and benefits
- the exact nature and value of the sponsorship and timeframes for completion
- payment terms
- the duration of the agreement
- the grounds on which the agreement can be terminated