

Sponsorship, fundraising and donations policy and code of practice

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1 Purpose

This policy and code of practice apply to the London Fire Commissioner (LFC) as the fire and rescue authority responsible for the London Fire Brigade (LFB or Brigade), in relation to sponsorship, fundraising campaigns and donations of money and donations from fundraising campaigns, in respect of its services, facilities or activities.

- 1.1 It outlines the principles that must be followed when the LFC is contemplating entering into an arrangement for its services, facilities or activities to be sponsored and/or as a result of donations.
- 1.2 This document provides practical guidance for all LFC employees and outlines considerations and/or due diligence that must be completed as part of any sponsorship proposal including, but not limited to, how sponsorship must be arranged and recorded and how publicity relating to sponsorship arrangements and any fundraising campaigns must be managed, together with any receipt of donations.

2 Scope

- 2.1 Guidance provided in this document applies when the LFC is receiving or actively seeking sponsorship or receipt of donations.
- 2.2 It applies to the LFC and, subject to existing contractual obligations, shall be applied to contractors and agents of the LFC providing services or facilities or undertaking activities on behalf of the LFC.
- 2.3 All sponsorship arrangements entered into by the LFC, any fundraising campaigns and any receipt donations thereof must be in accordance with the policy and guidance provided in this document.

3 Definitions

- 3.1 See the following definitions below:

- (a) **Donation** means any money or other property that is given for the purpose of discharging any of the LFC's functions and free of any condition. Donations may be, received by various means including and not limited to: on-site via cash donation boxes, Process Data Quickly (PDQ) card machines at a Brigade event or via an online platform for either a general or specific Brigade service, facility or activity.

Any individual items of hospitality or property gifted to an LFC employee for personal use must be dealt with under Policy number 465 – Registration of all external gifts, hospitality and other benefits offered to brigade employees.

- (b) **Donor** means the individual or organisation that is offering a donation.
- (c) **Fundraising campaign** means any organised activity or campaign by the Brigade designed to generate donations for LFC purposes.
- (d) **Sponsor** means the organisation or individual that is sponsoring the LFC's service, facility or activity.
- (e) **Sponsorship** means a commercial arrangement whereby a sponsor provides a cash or in-kind contribution to support a service, facility or activity of the in return for certain specified benefits. Sponsorship is an on-going arrangement with promotional or advertising benefits to support a specific project or cause and is distinct from a gift which is a one-off financial or in-kind donation of a philanthropic nature.

- (f) **Heads of service** are as defined in the Scheme of Governance, and for the purposes of the Sponsorship Policy, includes the LFC.
- (g) **Projects** referred to in this code of practice means any services, facilities (including property or equipment) or activities to be sponsored.
- (h) **Recipient** is the London Fire Commissioner (LFC).

4 The principles of sponsorship arrangement, fundraising campaigns and receipt of donations

- 4.1 The following principles must be adhered to for every sponsorship arrangement or receipt of donation whether individual or through a fundraising campaign:
- (a) **Principle 1:** The LFC may only enter into sponsorship arrangements, arrange a fundraising campaign or receive donations when it is in its best interests to do so.
 - (b) **Principle 2:** Sponsorship arrangements may only be entered into, fundraising campaigns arranged, or donations received when it is lawful to do so.
 - (c) **Principle 3:** Sponsorship opportunities, fundraising campaigns and receipt of donations thereof must support or further LFC values, London Safety Plan (IRMP) aims and Brigade principles.
 - (d) **Principle 4:** Sponsorship or donations must represent value for money and any benefits conferred on the sponsor or donor must be proportionate to the value of the sponsorship or donation, where appropriate.

5 Principle 1: The LFC may only enter into sponsorship arrangements, organise a fundraising campaign or receive donations when it is in its best interests to do so

- 5.1 The LFC should only accept sponsorship or a donation when it is in its best interests to do so. It must provide the LFC with the ability to exercise its statutory functions impartially and not compromise its integrity.
- 5.2 This rule is particularly relevant to:
- (a) The types of services, facilities and activities that may be considered as appropriate for sponsorship, a fundraising campaign or donation.
 - (b) The types of sponsors or donors that the LFC may align itself with in providing a service or facility or undertaking an activity.

Appropriate sponsors and/or donors

- 5.3 The LFC will not enter into sponsorship arrangements, organise a fundraising campaign or receive donations that may, or may be perceived to, have a detrimental impact on the LFC's ability to discharge its statutory functions, impartiality or may cause reputational risk.
- 5.4 The LFC must not be placed in a position where a sponsorship, fundraising campaign or donations have, or might have, or might be thought to have:
- (a) Influenced the LFC or any LFC employees in carrying out their statutory functions in order to gain favourable terms from the LFC in any business or other agreement.

- (b) Aligned the LFC with any organisation that conducts itself in a manner that conflicts with or undermines the LFC's priorities and objectives.
 - (c) Aligned the LFC with any organisation that promotes messages relating to public controversy, and/or is a controversial organisation that is likely to cause widespread or serious offence to members of the public on account of its services, products or values.
 - (d) Limited the LFC's ability to carry out their statutory functions fully and impartially.
 - (e) Personally benefited the LFC, any LFC employees, workers their friends or family.
- 5.5 The LFC will not enter into agreements for sponsorship or actively or knowingly receive donations from:
- (a) Political parties and pressure groups.
 - (b) Organisations involved in the illicit production and sale of firearms and other weaponry.
 - (c) Organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010.
 - (d) Manufacturers or sellers of tobacco.
 - (e) Producers of alcohol.
 - (f) Organisations that conduct gambling operations as a significant part of their business.
 - (g) Organisations deriving income from pornography.
 - (h) Organisations in financial, planning, legal or other conflict with the LFC, more particularly those organisations:
 - Subject to current litigation by or against the LFC (or any such litigation concluded within the preceding five years).
 - Involved in any current tender for the supply of goods or services to the LFC.
 - Engaged in any unlawful activity which endangers human life or financially support any person who engages in such activities or in bribery or fraud or corruption.
- 5.6 It is the responsibility of the Head of Service to ensure all of the above points are fully considered through due diligence including liaising with appropriate stake holders.
- 5.7 This list is not exhaustive and the LFC retains the right to decline sponsorship or donations from any organisation or individual either generally or in respect of particular products or projects which it, in its sole discretion, considers controversial, insensitive or inappropriate.
- 5.8 In identifying a sponsor, the LFC will generally seek to strike an appropriate balance between the commercial value of the offer and the sponsor's or gift or donation fit with the LFC's priorities and objectives.
- 5.9 It is essential that a potential sponsor (and donor, where possible) is sufficiently vetted, which includes undertaking due diligence to obtain information about that sponsor or donor and its associated businesses, including the following additional matters: ethical and labour standards, such as equality standards or policies, modern slavery compliance, other activities or interests, and their financial position. These checks will enable a complete picture to be established and a proper assessment of the sponsor before any sponsorship arrangement is entered into or receipt of a donation. These checks must also continue during the lifetime of the sponsorship agreement and any subsequent issues arising must be escalated to the Assistant Director, Communications.

6 Principle 2: Sponsorship or fundraising arrangements may only be entered into, or donations received when it is lawful to do so

- 6.1 As a statutory body the LFC may only act in accordance with its statutory powers and duties. Therefore, the LFC will only enter into a sponsorship arrangement or receive donations if it supports the LFC in the exercise of their statutory powers and duties.
- 6.2 The Brigade must also observe any external guidance that is considered best practice and relevant to the proposed sponsorship activity or fundraising campaigns, such as that published by the fundraising regulator.

7 Principle 3: Sponsorship and donation opportunities including fundraising proposals must support or further LFC values, London safety plan aims and Brigade principles

- 7.1 The Brigade's FIRST values (Fairness, Integrity, Respect, Service and Trust) must be considered in relation to any sponsorship or donation opportunity.
- 7.2 The LFC must assess a sponsorship proposal or donation drives (i.e. a fundraising proposal) having regard to the purpose for which the particular service or facility to be sponsored or donation will be used, or the particular activity to be sponsored is or will be undertaken.
- 7.3 If sponsorship, fundraising proposal or donation will benefit the realisation or furtherance of LFC values, London safety plan aims and Brigade principles, then the sponsorship, fundraising campaign or donation is likely to be acceptable.
- 7.4 In determining whether a sponsorship proposal or donation drive will further the LFC's objectives or priorities, it should be considered whether:
 - (a) the LFC will be better able to discharge their statutory functions, for example because the sponsorship or donation will enable the LFC to expand the scope or influence of a project so that it is more effective;
 - (b) it will allow the LFC to communicate with difficult to reach or different audiences;
 - (c) it will foster innovation and allow the LFC to exercise their functions in a way that might not otherwise have been possible if the LFC did not have the benefit of the sponsor's or donor's knowledge, expertise or funding;
 - (d) it will support the LFC in building important relationships.
- 7.5 The LFC must ensure that any sponsorship arrangement, fundraising campaign or offer of donation does not contain any material constraints on LFC values, London safety plan aims and Brigade principles, and will not compromise their activities. The LFC must also ensure that the sponsorship arrangement, fundraising campaign or donation complies with the Equality Act 2010 or any re-enactment.

8 Principle 4: Sponsorship or donations must represent value for money and secure that any benefits conferred on the sponsor or donor must be proportionate to the value of the sponsorship or donation

- 8.1 The value of the sponsorship opportunity to the LFC must be assessed and offers of sponsorship only accepted if they are equal with this value. For all significant or high profile sponsorship

opportunities or offers of donations (in the case of value, if the value exceeds £50k for sponsorship arrangements or £10k for individual monetary donations) an assessment of value must be carried out by the officer or department seeking sponsorship or receipt of donation. In assessing value, any potential risk to the LFC's reputation of entering into the sponsorship arrangement or receipt of donation must be taken into account as well as the costs of managing the sponsorship arrangement or receipt of donation. Proposals for sponsorship arrangements, fundraising campaigns or offers of donation must be presented to the Head of Brand and Events and the Assistant Director, Communications to consider risks associated with the reputation of the LFC, once a Head of Service has carried out due diligence and is satisfied that a sponsor or donor or list of prospective sponsors or donors meets the criteria set out in this document.

- 8.2 As a general rule the sponsorship of the LFC's service, facility or activity is not subject to formal procurement regulations if the sponsor or donor only provides money. However, where the sponsor gives a benefit in kind the procurement regulations may apply depending upon the scale or type of the sponsorship offered.
- 8.3 Whether procurement regulations apply or not, sponsorship arrangements should normally be subject to a competitive process and the LFC will generally seek interest or advertise a sponsorship opportunity (seeking advice where appropriate) if:
 - (a) There are numerous potential sponsors in the market.
 - (b) The sponsorship could take numerous forms and advertising provides the appropriate means through which potential sponsors can submit their ideas.
 - (c) The sponsorship would relate to a high-profile event, activity or location.
- 8.4 Where sponsorship arrangements are not advertised openly, the LFC will record the sponsorship arrangements and set out why advertising was not required on that occasion. Details of current sponsorship arrangements will be available on the LFB website under the transparency agenda.
- 8.5 Alternative donation or funding options should also be considered, if appropriate.

9 Disclaimer notice

- 9.1 Acceptance of sponsorship or donations does not and must not imply endorsement of the sponsor's or donors' products and services by the LFC and therefore all sponsorship agreements or offers of donations shall incorporate the following disclaimer:

"Whilst every effort has been made to ensure the accuracy of this sponsorship material the London Fire Commissioner cannot accept any liability for errors and omissions. The London Fire Commissioner cannot accept any responsibility for claims made by sponsors or donors and their sponsorship or donations respectively should not be taken as an endorsement by the London Fire Commissioner of their products or services."

10 Formalising the sponsorship arrangement, fundraising campaigns, or taking receipt of donations

- 10.1 A sponsorship arrangement must be formally recorded by way of a legally binding agreement between the LFC and the sponsor.
- 10.2 The sponsorship agreement shall be drafted to protect the LFC's position and reputation and protect the LFC from any liabilities arising out of the sponsorship.

- 10.3 The sponsorship agreement shall clearly and comprehensively incorporate the LFC's expectations, constraints, as well as the scope and extent of the sponsorship including its duration.
- 10.4 A fundraising campaign shall clearly and comprehensively incorporate the LFC's expectations, constraints, as well as the scope and extent of the campaign including its duration. All fundraising campaigns must be approved by the Head of brand and events. Any large scale or high-profile campaigns must obtain prior written approval from the Assistant Director Communications. Any fundraising campaigns which may be deemed novel, contentious or repercussive in nature must have prior written approval from the London Fire Commissioner and, where appropriate, the Deputy Mayor for fire and resilience.
- 10.5 It is acknowledged it may be impracticable to audit small amounts of cash donated at fundraising events. Therefore, individual donations below £1k do not need to be recorded anywhere. Individual donations exceeding £1k must be acknowledged by an email or letter, where details are provided, confirming safe receipt and confirming the monetary donation will be used towards either a general or specific LFC's service, facility or activity.
- 10.6 Individual donations in excess of £1k must in addition to the steps in 10.4 above, be recorded in the central sponsorship and donation register. Significant and high value individual monetary donations in excess of £10k must be approved by the Head of brand and events and over £25k must have prior approval from the Assistant Director Communications as set out in 8.1. above before agreeing receipt.
- 10.7 Individual anonymous monetary donations exceeding £1k should not be accepted. Should the donor wish to remain anonymous, anonymity can be respected by details being kept confidential with the Head of service and Assistant Director Communications. Redacted details can then be added to the central sponsorship and donations register.
- 10.8 All receipt of donations over £1k will be subject to due diligence under Policy number 702 - Anti-money laundering regulations and any concerns will be reported to the appointed money laundering reporting officer.

11 Reporting sponsorship arrangements or receipt of donations

- 11.1 Any sponsorship arrangement that is entered into or individual donation received in excess of £1k must be recorded by the LFC employee responsible for the sponsorship arrangement or receipt of donation in the central sponsorship and donation register maintained by the Head of brand and events.
- 11.2 When a sponsorship proposal or donation offer is received the register must be consulted on by the receiving officer, for the purposes of:
 - (a) Ascertaining whether the LFC has previously received sponsorship from the sponsor or a donation from a donor and if so, how much.
 - (b) Ensuring that the proposal will not duplicate, or give rise to a conflict of interest with, other arrangements that the LFC has already entered into.
 - (c) Identifying whether greater value for money could be achieved if the sponsorship proposal was combined with other sponsorship arrangements.
- 11.3 The register will also enable the LFC to ensure that there is proper accountability for sponsorship arrangements and donations received by the Brigade.

12 Other relevant policies

- 12.1 The LFC will have regard to their policies on fraud, corruption and bribery when considering and entering into sponsorship arrangements or receipt of donations.
- 12.2 The LFC will also have regard to any advertising policy where advertising rights are granted as part of the sponsorship arrangement.
- 12.3 Policy number 465 - Registration of all external gifts, hospitality and other benefits must also be consulted and followed in respect of any personal gifts and hospitality items.

13 Approval and amendment of policy

- 13.1 This policy was approved by the Deputy Mayor in March 2021 and applies to all sponsorship, fundraising campaigns and donations entered from March 2021 onwards.
- 13.2 This policy will be reviewed on an annual basis or at such intervals as are considered appropriate by the Assistant Director Communications.

14 Responsible officer

- 14.1 This policy is the responsibility of the Assistant Director Communications.

15 Publication

- 15.1 This policy will be published on the LFB's website and will be made available to any individual or organisation seeking to sponsor the LFC, organise a fundraising campaign or offering a monetary donation.

Appendix 1 - Code of practice for sponsorship arrangements and receipt of donations

Based on full consideration of the Sponsorship, fundraising and donations policy (policy number 863) the following process must be followed in all cases of potential sponsorship and receipt donations for the London Fire Brigade service, facility or activity.

Developing a proposal for sponsorship

1. Projects (including services, facilities or activities) proposed for sponsorship must be approved by the relevant head of service and be supported by a detailed sponsorship proposal which must include:
 - a clear explanation of the project;
 - the estimated cost to the sponsor;
 - any project timescales;
 - expected expenditure profile of the project;
 - beneficiaries of the project;
 - the expected benefits to the public;
 - the expected advantage to the sponsor;
 - an assessment of risk.
2. Sponsors should be identified according to suitability and a list of potential sponsors prepared. In the event that a voluntary and unsolicited offer of sponsorship has been made, the same detailed sponsorship proposal referred to above will also be required.
3. Potential sponsors should not be approached with requests for sponsorship and no voluntary sponsor making an unsolicited offer will be accepted until the appropriate Head of service is satisfied that full and proper screening procedures set out in this code have been successfully completed and approved by the Assistant Director Communications.
4. Prior to seeking approval, the head of service must exercise their discretion in recommending the type of sponsor (by reference to size, location and area of commercial activity) which would be best suited for the organisation and therefore most likely to respond favourably to sponsorship approaches.
5. Potential sponsors must not be nominated unless the head of service is satisfied that the full conditions of the screening procedures have been met and that there would be no conflict between the LFC's statutory duties and the receipt of sponsorship funding.

Screening sponsors

6. It is an overriding requirement that all due care is taken to ensure that public affiliation between a sponsor and the LFC does not cause embarrassment or reputational risk to the LFC.
7. The relevant head of service must use all available reference sources to determine if a potential sponsor is of suitable standing for association with the LFC. No costs other than staff time and miscellaneous administrative expenses and reasonable search fees should be incurred during this research.
8. The proposal must satisfy all four principles of this Sponsorship, fundraising and donation policy.

9. Goods and/or services offered by sponsors must comply with all legal standards for quality and performance.

Sponsorship for supply of goods or services

10. The Local Government Act 1988 makes it is unlawful for the LFC to apply non-commercial considerations (specified in the Act) when selecting contractors for the supply of goods or services to the LFC.

The LFC is a signatory to the GLA Group Responsible Procurement - Policy number 696, including payment of the London living wage. These principles apply in the context of sponsorship. Further advice on contracts for goods, works or services can be obtained from the Assistant Director, Technical and Commercial.

Approval

11. The head of service will check that sponsorship or fundraising campaign proposals adhere to the guidance set out in this document before forwarding proposals to the Assistant Director of Communications who, as owner of the sponsorship, fundraising and donation policy will provide a professional view and when satisfied with the proposals, their recommendation for approval.
12. Approval must be given by the Assistant Director Communications. However, in the case of any sponsorship or fundraising campaign which can be reasonably considered to be novel, contentious or repercussive in nature, irrespective of the monetary value, this approval will be subject to consultation with the Deputy Mayor for Fire and Resilience before any decision is taken.
13. Proposals for sponsorship above £150k will require London Fire Commissioner approval and the Deputy Mayor's approval if novel, contentious or repercussive in nature.

Delegated authority

14. Heads of services are authorised to undertake screening of potential sponsors.
15. Heads of services are authorised (under paragraph 2.5 of Part 2 of the LFC Scheme of Governance) to sign any agreements with approved sponsors having first been satisfied that:
- the sponsorship arrangement meets the requirements of this document; and
 - they have approval from the Director of Communications, who holds delegated authority from the LFC under paragraph 2.6 of Part 4 of the LFC Scheme of Governance (up to the value of £150,000).

Arrangements and agreements

Limitations of sponsorship agreements

16. No sponsorship arrangement should imply LFC endorsement (either implicit or explicit) of any goods or services produced, offered or marketed by any sponsor. The head of service must have regard to the likely public perceptions of product endorsement in formulating the detail of any sponsorship agreement.

Use of and size of corporate logos and trademarks

17. Sponsorship arrangements involving the placing of or inclusion of a sponsor's corporate logo or trademark on any property or publication of the LFC must be limited to the items comprising the sponsored project. Any sponsor's corporate logo or trademark used as described above must be so proportioned and positioned as to imply a supportive role in the financing or production of items comprising the sponsored project. The main role and identity of the LFC must be retained in all cases. Approval of application of corporate logos must be approved by the Head of Brand and Events, having taken advice where they consider necessary from the General Counsel.

Equal opportunities considerations

18. Any sponsorship arrangements must take account of the requirements of the Equality Act 2010 or any re-enactment of the principal provisions of that Act or in any subsequent legislation. Sponsors must be made conversant with the LFC's equal opportunities objectives, and where appropriate projects must be included to meet these objectives.

Formal contract

19. The head of service negotiating sponsorship projects with sponsors must at an early stage of development produce a draft description of the sponsorship arrangements detailing the level of involvement of the sponsor and the timescale of the support being offered. General Counsel, Head of Brand and Events and the Director of Communications must be consulted on the terms of any arrangement and on the form in which such arrangement should be expressed and the necessity or otherwise of entering into formal contractual agreement for the project.

Indemnity

20. The Director of Corporate Services must be consulted to advise on the level of and on the suitability of the proposed financial arrangements generally.

Donations

21. Most donations, defined as where the payment is freely given and the donor receives nothing in return, received by the Brigade through various means including and not limited to cash donation boxes at events or via other online platforms will be of low value. Single monetary donations exceeding £1k, even if given without any condition, should not be accepted anonymously as this prohibits a proper risk assessment. The steps set out above for screening and due diligence in relation to sponsorship arrangements should, where reasonable and practical to do so, be undertaken ahead of all donation drives and receipt of monetary donations.
22. Once the Head of Service is content with the amount to be donated, and the Director of Communications who has authority to agree receipt of individual monetary donations in excess of £25k or by Head of Brand and Events for donations exceeding £10k, a letter or email acknowledging safe receipt can be issued that confirms which general or specific priority of the LFB the donation will be utilised for. Details should then be entered onto the central register for sponsorship and donations.
23. If following due diligence, a donation is acceptable, but the donor wishes to remain anonymous, anonymity can be respected by details being kept confidential with the Head of Service and Head of Brand and Events. Redacted details can be added to the central sponsorship and donations register.

24. On occasions gifts of tangible property and hospitality may be offered to the LFC employees. The LFB employee must consider and follow the Gifts and Hospitality Policy (PN 465) in these circumstances.

Head of Service sponsorship checklists

To help you to navigate your way through this policy and code of practice, we have developed two checklists.

Form A is to be used when you are working with an organisation that has approached LFB to offer sponsorship.

Form B is to be used when you are actively seeking sponsorship from one or more organisation(s).

You can print them off or complete them online.

Remember to submit them to the Director of Communications along with the other supporting materials.

Form A can be found at:

Start | New Office Document | Forms (Departments) | Administration | Head of Service Sponsorship
Checklist – Form A

Form B can be found at:

Start | New Office Document | Forms (Departments) | Administration | Head of Service Sponsorship
Checklist – Form B

Appendix 2 – Sponsorship checklists

Head of Service sponsorship checklist



Form A

To be used when LFB is approached by a prospective sponsor

Please note: This document must be completed by Head of Service and submitted to the Director of Communications along with other information to support the application.

Stage one	
Fully consider if the sponsor is suitable to work with LFB (Sponsorship Policy: <i>Appropriate sponsors – page 3</i> and Code of Practice: <i>Screening sponsors – page 8</i>).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Declaration: to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.	Signature: Click here to enter text. Date: Click here to enter a date.
Draft a proposal (Sponsorship Policy: <i>Principle 3 -Sponsorship arrangements – page 4</i> and Code of Practice: <i>Developing a proposal for Sponsorship – page 8</i>). The proposal must include detail of the proposed sponsor.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share draft proposal with Head of Brand and Events and Director of Communications for information only.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with the Assistant Director (Finance) to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with General Counsel to check there are no legal conflicts relating to the proposed agreement e.g. existing legal action.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage two	
Consult other stakeholders within LFB, such as Property, Procurement and H&S, as appropriate.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Stage three	
Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: <i>Use of and size of logos and trademarks – page 10</i>). Add agreed details to proposal.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage four	
Send draft proposal to Head of Brand and Events and Director of Communications for agreement to proceed. (Note: agreement may also be required by the Commissioners if significant amounts of money (£150,000 or over) involved or sponsorship that may be considered controversial. (Director of Communications will advise.)).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage five	
Share draft proposal with sponsor for agreement in principle.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage six	
Contact Head of Brand and Events and General Counsels Department to draw up sponsorship agreement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage seven	
Sponsorship agreement to be agreed and signed by both parties.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
LFB's copy of signed agreement is sent to Events teams to store and to add to central sponsorship database, to be made available to the Head of Brand and Events and Director Communications.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify Head of Brand and Events to log as a new sponsorship arrangement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Head of Service sponsorship checklist



Form B

To be used when LFB is seeking a sponsor

Please note: This document must be completed by Head of Service and submitted to the Director of Communications along with other information to support the application.

Stage one	
Draft a proposal (Sponsorship Policy: <i>Principle 3- Sponsorship arrangements – page 4</i> and Code of Practice: Developing a proposal for Sponsorship – page 8).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share draft proposal with the Head of Brand and Events and the Director of Communications for information only.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with the Assistant Director of Finance to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Consult other stakeholders within LFB, such as Property, Procurement and H&S, as appropriate. Note: If the sponsorship is subject to the Procurement Regulations the notifications requirements are different. In such cases advice should be sought from the Head of Procurement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Declaration: to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.	Signature: Click here to enter text. Date: Click here to enter a date.
Stage two	
Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: Use of and size of logos and trademarks – page 10). Add agreed details to proposal.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage three	
Draw up a list of potential sponsors – seeking advice from Procurement in line with Sponsorship Policy Principle 4 – seeking advice and guidance where needed.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Thoroughly consider and be satisfied that the list of prospective sponsors is suitable to work with LFB (Sponsorship Donations and Fundraising Policy: <i>Appropriate sponsors – page 3 and Code of Practice: Screening sponsors – page 8.</i>	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the list of proposed sponsors with General Counsel to check there are no legal conflicts relating to the proposed agreement, such as any existing legal action.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage four	
Once General Counsel has agreed that there are no legal conflicts, send list of potential sponsors and draft proposal to the Assistant Director of Communications for agreement. Note: agreement may also be required by Commissioners Board if significant amounts of money involved (£150,000 or more) or sponsorship that may be considered controversial. (The Director of Communications will advise.)	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage five	
Make approach to potential sponsors – include draft proposal and a deadline for expressions of interest.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Review responses.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Send recommendations to the Head of Brand and Events and the Director of Communications to review and request agreement to proceed with proposed sponsorship.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage six	
Notify successful sponsor that they have been selected and provide draft proposal for agreement in principle.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify unsuccessful applicants that they have not been selected on this occasion.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Contact Head of Brand and Events and General Counsel's legal team to draw up sponsorship agreement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage seven	

Get sponsorship agreement to be agreed and signed by both parties.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Send LFB's copy of signed agreement to Events team to store and to add to central sponsorship database, to be made available to the Head of Brand and Events and the Director Communications.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify the Head of Brand and Events to log as a new sponsorship arrangement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Document history

Assessments

An equality, sustainability or health, safety and welfare impact assessment and/or a risk assessment was last completed on:

EIA	25/06/2019	SDIA	09/05/2019	HSWIA	24/06/2019	RA	n/a
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Audit trail

Listed below is a brief audit trail, detailing amendments made to this policy/procedure.

Page/para nos.	Brief description of change	Date
Page 7	SDIA date added	13/08/2015
Page 6, para 14.1 Page 2, para 2.3	'Head of Procurement' changed to 'Head of Legal and Democratic Services'. Hyperlink added to 'code of practice for sponsorship'.	02/11/2015
Page 6, para 13.2	Head of Procurement changed to Head of Legal and Democratic Services.	12/11/2015
Throughout	Major changes made throughout, please re-read to familiarise yourself with the content.	24/06/2019
Throughout	Major changes made throughout, please re-read to familiarise yourself with the content	02/12/2019
Throughout	Reviewed as current with major changes made throughout, please re-read to familiarise yourself with the content.	17/05/2021

Subject list

You can find this policy under the following subjects.

Sponsor	Sponsorship
Donate	Donations
Fundraise	Fundraising

Freedom of Information Act exemptions

This policy/procedure has been securely marked due to:

Considered by: (responsible work team)	FOIA exemption	Security marking classification