

## **4.5 - SPONSORSHIP**

This statement establishes a protocol for ethical sponsorship of Scouting in the ACT, that is sponsorship which is not in conflict with the stated aims and principles, policies and values of Scouting.

While it is not sensible to prescribe appropriate sponsors, all sponsorship must be aligned to the values of Scouting. In particular, the sponsorship must not conflict with the Association values set out in P & R (P 2.9). For example, sponsorship by tobacco and alcohol manufacturers or distributors would not be acceptable, nor would organisations trying to gain political advantage.

Whilst recognition for sponsorship can take a variety of forms, two are not acceptable:

- corporate logos or sponsored badges worn on the uniform; and
- renaming of Groups to include sponsor's names.

The Branch Office will maintain a register of organisations who have provided sponsorship at Branch level. It will also keep a list of organisations it is approaching. Any Group or Rover Unit may have access to the list.

Groups and Rover Units who receive sponsorship of over \$2000 are requested to record the sponsorship in the Branch Register for two reasons:

- 1) to avoid a sponsor being approached by more than one part of the Association; and
- 2) to allow Branch to assist Groups by recognising Group sponsors, e.g. by mentioning in annual report, inviting to functions, etc.

### AUTHORITY

This policy or amended policy was approved by the Branch Executive Committee on 27 August 1997 and 27 August 2020.