



**Scottish Social
Services Council**

Scottish Social Services Council

DRAFT Sponsorship Policy

1. Introduction

- 1.1 The SSSC is occasionally asked to consider requests for sponsorship from voluntary bodies or other public sector bodies. Sponsorship of other bodies may help the SSSC in achieving its strategic objectives and in some cases those of our partner organisations.

2. Policy Aims

- 2.1 The aims of the Sponsorship Policy are:

- to provide clear criteria by which officers can make an objective assessment of whether or not to agree sponsorship requests
- to ensure all SSSC expenditure is in line with legislation, the Scottish Public Finance Manual (SPFM) and the Executive Framework
- to ensure sponsorship expenditure represents value for money
- to ensure that use of SSSC resources is properly authorized and controlled.

3. Definition and types of sponsorship

Sponsorship is defined as “a business relationship of mutual benefit involving the transference of funds, resources or services from the sponsor to the sponsored party in return for an association and a set of rights which are to the mutual satisfaction of both parties”.

There are three basic types of sponsorship:

Financial support - where a cash contribution is made in return for some kind of association with the event or an activity.

Provision of goods or services in kind - where goods or services are provided either without charge or at a significantly discounted price in return for some kind of association with the event or activity.

Working in partnership – where the parties agree to fund or arrange an event, activity or campaign jointly, usually on a cost sharing basis.

4. Sponsorship Criteria

The Scottish Government sets out criteria for defining sponsorship:

- Sponsorship must be of specific events not of people;
- Sponsorship should not imply endorsement of a product or company;
- Sponsorship should not place the SSSC, Ministers or Government under undue obligation;
- Sponsorship should add to, not replace core funding.

5. Sponsorship Policy

The SSSC will assess each request for sponsorship on its merits and every case will be considered separately. We have a responsibility to spend public money wisely and any money we spend on sponsorship is money that cannot be spent on our strategic objectives.

We will therefore consider sponsorship only when:

- The sum requested is £2,000 or less or resources or services requested are valued at £2,000 or less
- The sponsorship agreed is on a non-recurring basis and there is no commitment to provide further funding in future years
- The request is from a well-respected source
- The request is not from an employer with SSSC registered employees or an employee that we register and is not to be used in a way which might endorse them
- The sponsorship is related to our areas of work or interest in social care, social work and related areas of public policy, and links clearly to the objectives in our Strategic Plan
- The act of sponsorship raises awareness about our work
- The sponsorship is in the interests of the SSSC.

Where we are unable to sponsor something, but have an interest in the cause, we will try to assist in publicizing the event to our staff and through other appropriate channels.

6. Authorisation and approval

All requests for sponsorship whether for financial support, provision of goods or services in kind, or partnership working must be approved by the EMT. A full costing (including of any goods or services in kind) along with details of budgetary provision must be presented to the EMT for consideration and approval in advance of agreeing the sponsorship arrangement.

7. Reporting Arrangements

- 7.1 Details of sponsorship are required to be reported to Resources Committee within the regular financial reports.

8. Review of policy

- 8.1 This policy is to be reviewed every three years.