

FOCUS PROGRAMME SPONSORSHIP POLICY

1. Definition

1.1 For the purposes of this policy sponsorship is defined as:

"an agreement between the Focus Steering Group (Focus) and the sponsor, where Focus receives either money or a benefit in kind for an event from an organisation or individual which in turn gains publicity or other benefits."

2. Objectives

- 2.1 To ensure Focus maximises opportunities to obtain sponsorship for appropriate events whilst also offering sponsors attractive packages, offering value for money for both parties.
- 2.2 To ensure the position and reputation of Focus is adequately protected in sponsorship agreements.
- 2.3 To ensure that Focus adopts a consistent and professional approach towards sponsorship.
- 2.4 To ensure best value is obtained and provided in sponsorship arrangements.

3. General Principles

- 3.1 Focus will endeavour, where possible and appropriate, to work in partnership with local and national organisations to identify opportunities for sponsorship that will be of mutual benefit.
- 3.2 Sponsorship agreements must not be regarded as a means of gaining favourable terms.
- 3.3 Focus will not endorse any organisation, product or service and as such will not guarantee exclusivity.
- 3.4 The acceptance of sponsorship activity will never compromise the level of service provided to delegates.

4. Procedures

- 4.1 All sponsors/exhibitors will be provided with this policy prior to committing to sponsored activity.
- 4.2 All sponsors/exhibitors should complete the necessary Sponsorship Booking Form detailing package information and costs.
- 4.3 All sponsorship activities will be recorded through Focus, including the raising of invoices.
- 4.4 It is recommended that all potential sponsors are referred to this policy.
- 4.5 The NHS Skills Development Network (SDN) Focus branding is the property of the NHS SDN North West Focus Programme and as such may not be used by a supporting organisation unless written consent is received by the Focus Steering Group Chair or the Focus Manager.

For more information about this policy, please contact:

Jacky Bowman
NW Finance & Procurement Skills Development Manager
North West Skills Development Network

Email: jacky.bowman1@nhs.net