

**SOUTH EAST SKILLS DEVELOPMENT NETWORK FOR
DIGITAL, DATA AND TECHNOLOGY (DDaT)
PROGRAMME AND EVENTS SPONSORSHIP POLICY**

South East Connect Conference 2027

1. Definition

For the purposes of this policy sponsorship is defined as:

"an agreement between the South East Skills Development Network for DDaT Steering Group (SESDSN) and the sponsor, where SEDSDN 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

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

3. General Principles

- SEDSDN 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.
- Sponsorship agreements must not be regarded as a means of gaining favourable terms.
- SEDSDN will not endorse any organisation, product or service and as such will not guarantee exclusivity.
- The acceptance of sponsorship activity will never compromise the level of service provided to delegates.

4. Procedures

- All sponsors/exhibitors will be provided with this policy prior to committing to sponsored activity.
- All sponsors/exhibitors should complete the necessary Sponsorship Booking Form detailing package information and costs.
- All sponsorship activities will be recorded through the SEDSDN, including the raising of invoices.
- It is recommended that all potential sponsors are referred to this policy.
- The NHS Skills Development Network (SDN) and SEDSDN branding is the property of the SDN and as such may not be used by a supporting organisation unless written consent is received by the SEDSDN Chair or the Director of the South East Regional Academy.

For more information about this policy, please contact:

Lois Cavallaro

Strategic Programme Lead for Digital, Data & Technology (DDaT) and Comms | Deputy National Lead - Skills Development Network for DDaT

T: 07341 739527 | E: Lois.Cavallaro1@nhs.net / sedigital.sdn@nhs.net



Part of the South East Regional Academy:

