	<u>STANDARD OPERATING PROCEDURE</u>	Temp ID:	GCOC-SOP	Template Ver No:	1.0
		<u>SOP Number:</u>		006	
		Implementation Date		May 19	
		Last Review Date		N/A	
Reviewed By:	Governance Committee	Next Review Due		Apr 24	
Approval:	Chamber Executive	Signed: <i>Bill Murphy</i>			

Chamber Sponsorship of Local Activities

1. Purpose

Describe the process for Chamber sponsorship of local activities.

The Chamber has the opportunity to receive advertising and product placement in order to promote the Chamber and its objects through selective sponsoring of key local activities.

Sponsorship, unlike grants (see SOP 003 for Grants), provides a positive return to the Chamber through naming rights and advertising that directly results in positive return on investment.

2. Scope

The scope of this SOP is to provide guidelines to the Chamber for managing sponsorship invitations.

3. Prerequisites

Before deciding to sponsor a local activity, the Chamber should have an offer of sponsorship, including the cost and content of package. A decision should be made on whether the offer is for sponsorship or is a request for a grant

4. Responsibilities


It is the responsibility of the Chamber Management Committee to receive and consider offers of sponsorship and where thought a positive return on investment, request member ratification at an ordinary meeting of members. The Management Committee may delegate the responsibility to a working group or standing committee where the sponsorship relates to the prime activity of the group or committee. The maximum sponsorship of any activity is \$1,000. The maximum total sponsorship per year is to be stated in the approved Chamber budget.

5. Procedure

On receipt of an offer of sponsorship, the Management Committee, responsible committee or group should assess the opportunity for the Chamber to be promoted in a positive light by the use of naming rights for an event within the activity, print advertising including use of the Chamber's logo and name and other forms of advertising including social media at or in conjunction with the activity. Additional Promotion opportunities could include:

- a. face to face meetings,
- b. interviews and member presentations,
- c. mounting static displays, and
- d. free admission of Chamber representatives.

The Assessment Criteria Form in Annex A is to be completed to confirm that the offer represents value for money for the Chamber. The numerical value (*Points) is indicative

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of the maximum level of sponsorship that should be considered. Total amount of sponsorships should not exceed the maximum allowed for in the current budget. The maximum level of sponsorship for any single activity is limited to \$1,000.00

Where the Management Committee, responsible committee or group believes that the offer of sponsorship should be accepted, it should bring that decision to the members at an ordinary Chamber meeting. If the committee is not the Management Committee or is a working group, the Management Committee should have already endorsed the decision, before it is presented to members. See Table 1

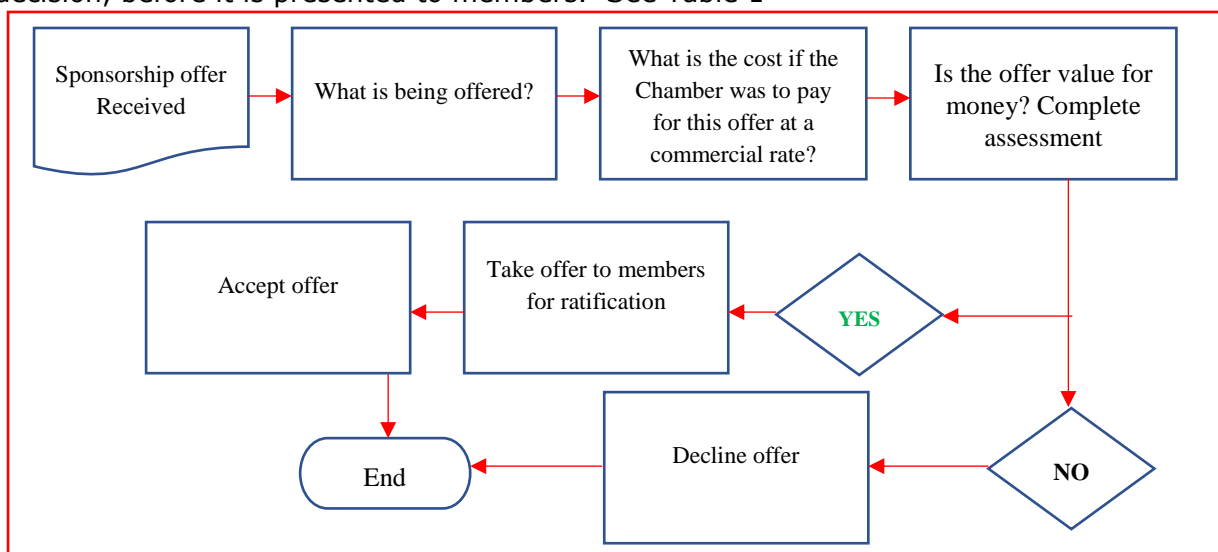



Table 1: Flowchart of Procedure

6. References

Any sponsorship should comply with the Chamber’s Codes of Ethics, Practice and Conduct. The Sponsored activity must be demonstrated to be compliant with the current Work Health and Safety (WHS) Act and other applicable legislation.

7. Definitions

- (a) **Assessment Criteria:** A standard set of questions by which each offer of sponsorship can be assessed. Each question has a rating score which, when tallied, gives a quantitative (numerical) value.
- (b) **Grant** - an amount of money that may or may not represent value for money but significantly enhances the ability of the requesting organisation to hold an event and may include competition prizes. Further information on managing grant applications is contained in SOP 003.
- (c) **Sponsorship** - a major commitment to Chamber promotion through purchase of packages in support of local activities that will provide an opportunity for the Chamber to promote its Mission and Objects of Association.

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Assessment Criteria for Sponsorship Offers

Organisation:

Crit	Assessment Criteria	Assessment Grading	Points	Grading
	Assess the offer against each criterion. Identify each grading and mark with an "X".			
1	<u>Organisation:</u> Does the Organisation have the same ethical framework and WHS as the Chamber? Known organisation with a good ethic/ name. Is likely that the organisation will host a successful event.	Yes	5	
		Unknown	2	
		No	0	
2	<u>Offer:</u> What is being offered as a part of the package. <i>If there are different packages assess each package</i>	Media Placement	6	
		Naming rights	5	
		Award Presentation	4	
		Advertising Logo placement on front of publication	4	
		Logo in publication	3	
		Banner signage 3m X 1m	3	
		Hospitality (invited rep/ reps to event)	2	
3	Cost of Package:	\$200 and under	4	
		\$500 and under	3	
		\$1,000 and under	1	
		Over \$1,000 (Excluded)	X	

	Suggested Total Points Recommended Level of Sponsorship	Value for Money	*Points
A	24 or more points including Naming rights and Logo placement on front page of publication	Up to \$1,000	
B	16 plus including Logo in publication	Up to \$500	
C	10 plus	Up to \$200	

Media Placement: Advertising of the Chamber as a sponsor in mainstream and social media

Naming Rights: Award or activity is named after Chamber.

Award Presentation: A Chamber member is invited to present an award and address the gathering.

Hospitality: Chamber representative(s) is invited to attend the activity as a guest of organisers. Has the opportunity to meet with other sponsors, guests and organisers

*Where recommendation for sponsorship is above the suggested level, written justification is required.

Checked By: Name: _____
 Position: _____
 Date: _____

Signature