

## SPONSORSHIP POLICY (Incorporating Fundraising and Donations)

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<b>Title:</b>	NSW Police Force Sponsorship Policy
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### PREFACE

Close links with the community are fundamental to community based policing effectiveness. More than ever, we are inviting businesses, councils and community groups to invest in the NSW Police Force ('NSWPF') initiatives and projects to create a safer state.

Financial assistance from businesses and the community can help the NSWPF to build and strengthen links with industries and their employees that can lead to greater education about preventing and reporting crime.

This policy provides clear guidelines and procedures for initiating sponsorship, negotiation and approvals. The policy also outlines the industries excluded from providing financial assistance and the rationale for their exclusion.

The policy will ensure we maintain a high level of public trust and confidence in all our financial transactions.

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### INTRODUCTION

The NSW Police Force is not in the business of fundraising.

The NSW Police Force accepts sponsorship as a means to more effectively use opportunities to educate and increase community awareness of our crime prevention initiatives and projects.

Sponsorship can provide more opportunities to interact with the community at events such as the Royal Easter Show, Police Open Day and Missing Persons' Week.

Local Area Commands' (LACs) crime prevention initiatives are assisted by sponsorships, which provide funding to develop promotional materials, displays and information forums. Sponsorship also enables the NSW Police Force to obtain cars and other equipment for crime prevention teams.

This policy incorporates the Independent Commission Against Corruption's 1995 Sponsorship Guidelines for seeking financial assistance in the form of sponsorship and donations. It aims to provide guidance in the areas of selecting sponsors, securing and managing sponsorships, appropriate documentation of agreements and approvals, and reporting requirements.

This policy should be read in conjunction with the "Code of Conduct and Ethics", and the "Media Policy"

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## **SPONSORSHIP POLICY**

There are two key aspects to the Sponsorship Policy:

1. The NSW Police Force does not sponsor or endorse products or services from an external person or organisation.
2. The NSW Police Force will allow an external person or organisation to sponsor Police Force programs or activities.

The sponsorship must clearly align with our corporate objectives to support cost effective crime reduction. In an environment of increased accountability and external scrutiny, we must maintain absolute probity in all our dealings.

This policy aims to

- a) Provide very clear guidelines that will ensure all planned sponsors' activities are transparent, appropriate and accountable.
- b) Explain how to effectively negotiate sponsorship for the NSW Police Force.
- c) Outline the appropriate procedures for seeking, obtaining and managing sponsorships.

Policy compliance and accountability is monitored under the Command Management Framework (CMF).

Commands must keep records of their sponsorships and donations. All donations and sponsorships valued at \$2000 and over must be registered with Public Affairs Branch.

## POLICY APPLICATION

This policy applies to:

- Members of the NSW Police Force, persons engaged by the NSW Police Force to act on its behalf and Volunteers in Policing.
  - Organisations affiliated with the NSW Police Force, or those which identify themselves as associated with the NSW Police Force, e.g., Police Legacy, Crime Stoppers and Blue Light.
  - Sporting teams affiliated with the NSW Police Force, or those which identify themselves as associated with the NSW Police Force, or police officers participating in a national police team e.g. Police cricket, football, netball and cycling teams.
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## DEFINITIONS

Cash, goods or services provided to the NSW Police Force are all forms of financial assistance.

It is important to identify the type of financial transaction to determine the appropriate procedures in keeping with the NSW Police Force's obligation to the provider of the funds and its GST treatment.

### Sponsorship

Sponsorship is an agreement with an organisation or company to provide the NSW Police Force with financial assistance in the form of goods, services or rights to help the Police Force achieve a policing objective in return for specified benefits. The NSW Police Force is unable to sponsor external charities or an organisation. This means monies provided by Treasury must be used for NSW Police Force purposes.

example:	A bank provides cash to the NSW Police Force to support a business crime prevention campaign. In return all promotional material such as flyers, posters and stickers acknowledge the sponsor's support by their logo appearing on the promotional material.
example:	The local butcher shop provides sausages for the Police Open Day sausage sizzle. In return the butcher shop seeks recognition on the Open Day program and signage at the stand.
note:	The difference between a sponsorship and a donation is that a sponsorship yields a benefit for the sponsoring organisation of either goods or services and a donation does not. Typical sponsor benefits include event signage, logo appearing on promotional material and acknowledgment in media releases and speeches.

## Endorsement

Endorsement is when the NSW Police Force gives, or appears to give, approval or support to an organisation, individual, product, service or activity.

Endorsement can only be provided in a limited number of circumstances. For all issues regarding endorsements see the *NSW Police Force Endorsement Policy*.

## Donation

A donation is a product, service or cash that is given to the NSW Police Force by an organisation, company or individual with no return benefit other than personal recognition (e.g. letter of thanks) and a receipt for taxation purposes.

example:	A local council gives the NSW Police Force a cash donation to produce police display boards without any recognition in return.
note:	If the provision of this cash was conditional, such as requesting recognition on the display boards then this is not a 'donation' but a 'sponsorship'.
caution:	If the NSW Police Force issued a media release about the donation, the release would also be viewed as a benefit. This would change this arrangement from a donation to a sponsorship.

## Grant

There are a large number of private charitable trusts and foundations that distribute funds for worthy causes. State and local government may also have available grants schemes for particular projects. Grants must be applied for, usually under strict criteria.

example:	State government provides a research grant to identify crime prevention strategies for safer communities.
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## Gift

A gift is the voluntary giving of funds by an individual or an organisation to the NSW Police Force. This is considered to be a donation to the NSW Police Force. See 'Donations' above.

Employees of the NSW Police Force are unable to accept gifts or a benefit. Refer to the NSW Police Force "Code of Conduct and Ethics" and the "NSW Police Force Receipt of Gifts and Benefits Policy and Guidelines".

## Fundraising

Fundraising occurs when the NSW Police Force lends its support by providing personnel or resources to help worthy causes raise funds. All fundraising activities need the approval of the appropriate Commander.

example:	The Bluey Day promotion raises money for children with Leukaemia. Police officers are involved in selling Bluey Day merchandise and shaving their heads to raise funds.
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## **SPONSORSHIP**

Sponsorship is an agreement by which a sponsor provides the NSW Police Force with resources for use in achieving a policing objective in return for specified benefits.

"Sponsorship", as explained in the definition above, is where external persons or an organisation sponsors the NSW Police Force.

We seek sponsorship to fund existing activities or to initiate new projects. Support may be cash, goods or services, and the sponsorship may extend over a defined period with terms for renewal specified in the agreement.

### **Sponsorship Benefits**

#### **Benefits for the NSW Police Force**

Sponsorship is an effective mechanism to gain greater resources to achieve NSW Police Force objectives on behalf of the community.

Sponsorship can reinforce the impact or message, expand the coverage and exposure, and heighten the status of the activity because of the demonstrated corporate and community support.

Regular contact between NSW Police Force officers and current and prospective sponsors raises the NSW Police Force's profile. Such contact can lead to a greater degree of coordination between the NSW Police Force and the business sector, resulting in more effective policing.

#### **The Sponsor**

Benefits to sponsors are numerous, and vary according to the activity and type of sponsorship. These include:

- Positive community image associated with having their name and, by extension, their product or service favourably linked to NSW Police Force activity.
- Community exposure and awareness as a good corporate citizen.
- Opportunities to demonstrate support for safer community issues.
- Establishing links between the sponsor, NSW Police Force and the community.
- Opportunities to be involved in NSW Police Media Unit, advertising and promotional activities.
- Recognition of sponsorship in the sponsor's publications, advertising and promotions (providing there is no implied or explicit NSW Police Force endorsement of the sponsor's products or service).

## Sponsorship Offer

Sponsors reasonably expect recognition for their support of NSW Police Force activities. If the NSW Police Force does not ensure a sponsor reaps some benefit, it will face increasing difficulty in raising private sector sponsorship.

The NSW Police Force must establish and agree up front on the sponsor's wants and the NSW Police Force's ability to deliver them. The NSW Police Force must strike a balance between the sponsor's commercial priorities and the overriding importance of policing objectives.

A Sponsorship Proposal outlining the NSW Police Force offer in return for financial assistance is an integral part of seeking and negotiating sponsorship. (Refer to Appendix 1 - Sample Sponsorship Letter). Potential sponsors also want to know how many police or community members they will reach, the audience profile and the quantity of materials on which the sponsor's name or logo may appear.

The types of NSW Police Force recognition available to offer the sponsor to match the value of the investment are:

- Tagging the activity as 'sponsored by' (for **major** sponsors) or 'supported by' (for **minor** sponsors).
- Mention in media releases, launch speeches and interviews.
- Mention by the compere, MC, host announcements at launches/events.
- Inclusion of a sponsor's message in sponsored publications.
- Branding on event signage (banners, entrance, microphone and exit signs).
- Branding on promotional material (direct mail, posters, flyers, giveaways).
- Branding on the advertising (TVC, radio, print and outdoor, tickets).
- Mention and a link from the official NSW Police Force website ([www.police.nsw.gov.au](http://www.police.nsw.gov.au)).
- Acknowledgment in event information (program, guide or magazine).
- Invitation, passes or tickets for the Sponsor to attend the sponsored initiative or event.
- Acknowledgment in internal promotions (e.g. Police Weekly and Police Stations).
- Placement of a recognition plaque or signage on machinery, vehicles, other equipment or property provided by sponsors.
- Acknowledgment in competitions and surveys.
- Branding on vehicles (non police identified vehicles).  
(Refer to - What may be sponsored).

note:	In negotiating sponsorships, it is advisable to consider unique benefits the Police Force can offer, e.g. anti-theft training. These are appropriate where they fit with core Police Force objectives, and do not interfere with the normal business of the command.
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When recognising sponsors, also consider the following:

- Recognition should fit the value of the sponsorship received, and not cause community concern.
- The value of any sponsorship, goods and services should be calculated at market rate.
- The NSW Police Force or activity identification should not be subordinate to the sponsor's logos, trademarks, etc.
- The NSW Police Force's right to veto advertising content must be clearly defined.
- The NSW Police Force will not grant naming rights for any activity or program.
- In other words, the sponsor's name should not form part of the name by which the activity is known (e.g. The Fosters' Melbourne Cup).
- Endorsement of the sponsor's products or services by the NSW Police Force is not accepted.

On a LAC or Region basis, it is appropriate to erect a "sponsor board" in front of, outside or inside the station. An example of the type of information is set out below:

XYZ Local Area Command	
Proudly supported by the following businesses	
Initiative	Supported by
Community Crime Prevention Car	Company A
CBD Office Theft Prevention	Company B

There must be relativity between sponsorship of various values. In other words, a sponsorship valued at \$500 does not warrant the same recognition as one valued at \$5,000.

Sponsor recognition should be within the context of the sponsored activity. At no stage must the function, or integrity, of the NSW Police Force be secondary, or appear to be secondary, to the sponsor's commercial requirements.

### **Government and Police Force Sponsorship Limitations**

In all its dealings, the NSW Police Force demands high levels of integrity. Stringent rules apply to NSW Police Force employees so they can honestly and responsibly discharge their roles.

The following criteria, based on ICAC recommendations, apply to all dealings with sponsors:

- i. Sponsorship must not limit the NSW Police Force's ability to carry out its functions fully and impartially.
- ii. The objectives and mission of the sponsor and the NSW Police Force must not conflict.
- iii. The NSW Police Force does not accept sponsorship where it has a supervisory/licensing role over certain industries. In particular,
  - Licensed premises including clubs and hotels.
  - Gaming companies.
  - Security industry companies.

note:	This prevents individual hotels, clubs and casinos from sponsoring or donating to the NSW Police Force and affiliated organisations' activities.
note:	Note the distinction between primary and secondary business. For example, the primary business of a licensed club is liquor and gambling. State Rail sells alcohol on trains but its primary business is transportation.

- Sponsorship will not be accepted where proposed sponsorship conflicts with the broader policies and practices of the NSW Government and other public sector agencies (e.g. public health objectives - no alcohol or tobacco company sponsorships).
- iv. Sponsorship must not require the NSW Police Force to endorse the sponsor or the sponsor's products or services.
  - v. Where sponsorship is in the form of provision of the sponsor's goods, we must evaluate the product for fitness of purpose against NSW Police Force operational criteria. Consider on-costs such as fuel, storage and maintenance.
  - vi. In seeking sponsorship, expressions of interest should be sought from a minimum of three organisations where there are a number of potential companies in an industry e.g. Telecommunications.
  - vii. All sponsorship proposals are to be evaluated against appropriate criteria for the project or initiative.
  - viii. All sponsorships must be confirmed in writing.
  - ix. All sponsorships must be properly approved by a member of the NSW Police Force who has the delegation to approve the sponsorship. (Refer to - Managing the Sponsorship).
  - x. The officer delegated to approve the sponsorship must ensure the sponsor receives the agreed benefits, as well as quantify the effectiveness of the sponsorship.

- xi. An officer must not induce sponsorship with the promise of favourable treatment in NSW Police Force purchasing decisions. (Any tender or purchasing process must be completely independent of, and can not show consideration towards a company or individual when seeking sponsorship).
- xii. No NSW Police Force employee should receive a personal benefit from sponsorship.

### Who Can (and Can't) Sponsor

The reputation of the NSW Police Force has great value, and must be guarded closely. Give careful consideration to connotations that may arise from a relationship between the NSW Police Force and a sponsor. Commands should regularly review appropriateness of sponsors during the term of sponsorship.

Typical sponsorship industries include telecommunications, automotive, retail, hospitality and banking.

### Sponsor Considerations

Broadly, do not accept sponsorship that may lead to public criticism of the NSW Police Force, or if there may be a conflict of interest between the sponsor and the NSW Police Force.

Along with the ICAC criteria detailed previously (Section 5.3) the following also apply:

- The sponsor's public image should be positive.
- The sponsor's badging of products or services and/or their location must be relevant to the activity being sponsored.

note:

Section 5.3 (iii), lists the excluded industries from sponsorship.

### Third Party Sponsorship

Sponsorship must be direct. Therefore, the NSW Police Force does not accept funds from any person or organisation where it is restricted by this policy even where routed through a third party.

example:

Police Officer asks a local licensee to route a donation to the Police Force through another organisation or individual in order to disguise the origin of the funds.

### Peak Bodies

The NSW Police Force may consider sponsorship from peak bodies such as the Australian Hotels Association or Registered Clubs Association (even where we police their individual members) provided that:

- Risk assessment has been conducted and no conflict of interest exists or may reasonably be perceived.
- Sponsorship benefits the community (in line with community policing principles).

The Commissioner of Police (or his authorised delegate) must approve sponsorships of any peak body.

example:	Sponsorship by the Registered Clubs Association of a section of the Royal Easter Show Police Pavilion dealing with responsible usage of alcohol may be acceptable. In this case, sponsorship is likely to promote a positive image of cooperation to reduce crime and encourage more responsible usage of alcohol.
note:	Sponsorship by the same organisation of a police sporting team may not be acceptable. In the absence of a specific positive message, the perception of the sponsorship may be as promoting alcohol use or as conflicting with the Police Force's regulatory role (thus creating a conflict of interest).

### **Community Expectations**

In considering any sponsorship, care must be taken to consider community expectations and reasonable public perceptions of that particular sponsorship.

### **What may be Sponsored?**

Generally, sponsorship is acceptable for any NSW Police Force activity, program or resource. Commonly sponsored items include bicycles, cars and advertising and promotional material.

### **Police items excluded from sponsorship**

Standard-issue Police uniforms or equipment must not carry corporate logos, other than those that appear in the normal course of production (e.g. car badging). It is acceptable to attach a plaque to specialised equipment denoting the sponsor's contribution.

### **Vehicle Sponsorship**

Local Area Commands often seek vehicles for their Crime Prevention Teams through sponsorship. This is a reasonable initiative to maximise the team's efforts in the local community. When a vehicle is obtained as sponsorship, please note the following:

- The sponsored vehicle should be registered in the sponsor's name.
- All acquisition, registration and insurance costs should be considered as part of the risk assessment for the sponsorship. Where these costs are not paid for by the sponsor, they must come from the individual command's budget. Before taking delivery of the vehicle, advice regarding insurance should be sought from Financial Services. (See section WHERE CAN I GET HELP? for contact details).
- Sponsored vehicles are not to be fitted with emergency warning devices and/or **must not be** used for operational duties.

The sponsor may be recognised on the sponsored vehicle by appropriate badging. However the size, colours, image and/or slogans must be in keeping with the professional image of the NSW Police Force. Any proposed badging should be sent to Fleet Management Services and Public Affairs Branch for approval.

## Managing the Sponsorship

### Selecting a Sponsor

Sponsor selection is based on who offers the most towards achievement of the NSW Police Force activity's objectives. Consider the sponsor's supplementary promotional or advertising activity.

In every case, clearly record reasons for selection or non-selection of a sponsor.

Projects can also have multiple sponsors.

### Sole Sponsorship

Negotiate sole sponsorship providing the sponsor does not prohibit the NSW Police Force seeking additional funds when needed either from the sole sponsor or from other sponsors.

### Unsolicited Sponsorship Offers

Seek assistance from the Public Affairs Branch if a Command receives an unsolicited sponsorship offer.

It is necessary to ensure an unsolicited offer does not create an advantage, unless reasonable efforts have been taken to make sure the offer is competitive.

### Using a Broker or Agent

Use of a commissioned agent to negotiate sponsorship is prohibited without the Premier's written approval.

If the command needs assistance with sponsorship, contact the Public Affairs Branch on E/N 45306 or (02) 8263 6302.

### Renegotiating Sponsorship

An existing sponsor has first right of refusal on renewal providing that the existing sponsorship arrangement has been effective. There may be times when there is a need to retest the market to ensure continuing competition and best value.

### Co-Ordination and Control

A staff member nominated by the approving officer or manager has overall responsibility for the management of the sponsored activity.

The staff member will maintain regular contact with the sponsor to enhance the success of the sponsorship.

### Conflict of Interest

A conflict of interest may arise when a NSW Police Force representative is, or appears to be, influenced by personal interests.

example:	An officer negotiates a sponsorship with a local bicycle shop hoping to receive a discount on a planned upcoming purchase.
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The staff member responsible for the project needs to declare known, actual or potential conflicts of interest from the outset of the project.

Where a conflict of interest appears to arise, or has arisen, the staff member managing a sponsorship must immediately notify their commander and seek advice in writing. The authorised approving officer may then elect to seek further appropriate advice to determine whether there is a conflict.

## Financial Management

When assessing the value of sponsorship to the NSW Police Force:

- Calculate the baseline price - examine the cost of providing the benefits offered against staff and administration time to service the sponsorship.
- Determine the market value - find out what is the typical cost for this type of sponsorship. Networking with other LACs can help you gauge the market price for certain projects and initiatives.
- Include 10% for GST which is payable on cash and goods. (Refer to the NSW Police Force's Intranet Site or contact Financial Services).

### Determining the Value of Sponsorship

When determining the value of goods or services provided as part of the sponsorship, assess the cost of hiring/leasing those items for the sponsorship period.

example:	If a sponsor provides a car for 12 months, the value of the car is not the value of the sponsorship. Rather it is the value of the use of the car, unless it is given outright to the NSW Police Force.
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### GST Implications

The regulations concerning the GST are complex, and each case needs to be considered based on its facts and circumstances.

Advice as to the GST on any proposed sponsorship should be sought from Financial Services, GST Advice Unit. (See section WHERE CAN I GET HELP? for contact details).

The Goods and Services Tax (GST) was introduced in July 2000 and applies to most transactions, including sponsorship.

GST is applicable if the NSW Police Force receives cash, goods or services for which it provides some good or service in return e.g. advertising, promotion (even a media release).

GST is not applicable on an unconditional cash donation (no strings attached) as it is not a "supply" for consideration. GST is applicable if the NSW Police Force provides something in return; this is a "supply" for consideration and as such, subject to GST.

Where an individual, organisation or company provides cash, goods or services in return for an acknowledgment in any form, there is a sponsorship agreement and is subject to GST.

It is important to outline the GST component (10% additional to cost of sponsorship price) in sponsorship proposals. Alternatively, if the GST component has not been priced, divide the total sponsorship cost by 1/11 to determine the amount of GST payable if there is an obligation as outlined above.

### **Finance Administration**

The NSW Police Force operates an open accounting system in administering sponsorships. Where sponsorship is cash, manage sponsorship funds in the same manner as public monies. Funds must be banked into a NSW Police Force approved account to establish an audit trail for all expenditure.

### **Monitoring, Reporting and Review**

The NSW Police Force is always accountable to the sponsor for the use of sponsorship received. Regularly monitor each sponsorship to judge its effectiveness in achieving the desired outcomes, its adherence to this policy, and public and media reaction to the sponsor's involvement in the activity.

Give regular feedback to the sponsor.

### **Termination of Sponsorship**

The NSW Police Force cannot enter into an agreement in circumstances where:

- Criminal investigations involving the sponsor are taking place.
- Serious adverse publicity has been attracted by the sponsor.
- NSW Police Force's integrity could become an issue.
- The sponsor's action may reflect poorly on the NSW Police Force.

If the NSW Police Force enters an agreement and these things occur, the NSW Police Force will terminate the agreement.

Where circumstances change and the sponsor or the NSW Police Force is not able to meet the sponsorship agreement, we should immediately consult the Office of the General Counsel. This may result in a modified agreement or termination of sponsorship.

Advice of termination of the sponsorship agreement or contracts should be sought from the Office of the General Counsel in writing. This advice should detail the reason for termination (referring to the appropriate contract clause), effective date of termination, and time frame and grounds for appeal or rectification of fault.

Where appropriate, the written sponsorship agreement or contract should detail the procedure for:

- termination of sponsorship, including period of notice,
- compliance breaches, and
- conciliation procedures.

## Sponsorship Approvals

When considering approval of an activity under this policy, the delegated officer must weigh the benefit to the NSW Police Force against the opportunity cost (resources, staff time, and potential impact on the NSW Police Force's image). The authority to negotiate and approve sponsorships will depend on the value of the sponsorship as outlined below:

Approving Officer	Area of activity	Value of individual agreement <sup>*1</sup>
Local Area Commander	One LAC only. Locally based sponsor	Up to \$10,000 <sup>*1</sup>
Unit Manager / Commander	Where activity does not extend statewide	Up to \$10,000 <sup>*1</sup>
Region Commanders	Region based activity	Any amount <sup>*1</sup>
Director, Public Affairs, or CET Member (through Public Affairs Branch)	State-wide activity	Any amount <sup>*1</sup>
Commissioner	Sponsorships involving peak bodies of industries where we would not ordinarily accept sponsorships.	
<sup>*1</sup> Note: Some projects require a number of sponsors. In this case, approval levels refer to individual sponsorships, rather than the total value of the project.		

## Sponsorship and Donation Register

Sponsorships and donations must be recorded at your Command.

If the sponsorship or donation is valued at \$2000 or over, this must also be registered with Public Affairs Branch. To do this:

1. Obtain a sponsorship and donation number by contacting Public Affairs Branch on (02) 8263 6302 / EN 45306.
2. Use this reference number on Sponsorship and Donation Registration Form. (See Appendix 4).
3. Forward the completed Sponsorship and Donation Registration Form within 14 days of securing a sponsorship or donation and send to:
4. Director, Public Affairs Branch  
NSW Police Force  
Police Executive Offices  
Level 14, 201 Elizabeth Street, Sydney, NSW, 2000 or  
Fax (02) 8263 6315 / EN 45315
5. Also accompany the Registration Form with a copy of the sponsorship or donation agreement.

The NSW Police Force lists all sponsorships and donations valued at \$2,000 (cash, goods and services) and over in the Annual Report.

## Sponsorship Documentation

All sponsorship arrangements must be in writing as a statement setting out clearly the intentions of both the NSW Police Force and the sponsor. This avoids any misunderstanding or false expectations, and is in keeping with the commitment to corruption prevention.

This formal agreement may be:

- A letter of agreement, usually used for minor sponsorships or.
- A record of sponsorship (See Appendix 3 - Record of Sponsorship).

Specific advice should be sought from the Office of the General Counsel in relation to the form and content of sponsorship documentation or for advice as to termination of sponsorships.

It should contain:

- The sponsor's full corporate name.
- Witnessed signatures of delegated NSW Police Force and authorised sponsor representatives.
- Period of agreement and, if applicable, renewable date.
- Sponsorship value.
- Responsibilities and obligations of the parties and a summary of agreed sponsor benefits.
- Termination conditions.

Appendix 3 provides a draft Record of Sponsorship, the content of which may be reproduced and/or amended to suit the circumstances of individual agreements.

## Reporting and Evaluation

The results of the sponsorship should be reported back to the sponsor.

Reporting and evaluating the return on the sponsor's investment and the effectiveness of the project is good business and will assist the sponsor justify future sponsorships.

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## DONATIONS

### Recognising a Donation

A donation is a product, service or cash that is given to the NSW Police Force by an organisation, company or individual with no return benefit other than personal recognition (e.g. letter of thanks) and a receipt for taxation purposes.

example	The local newsagent provides \$1000 cash to the Local Area Command for "crime prevention" in general. The newsagent receives no public
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- Cash:	acknowledgment for this financial assistance.
example - Goods:	The local butcher shop provides sausages to support Police Open Day free Sausage Sizzle. The retailer is not promoted at the event.
example - Services:	A local newspaper supports a local crime prevention initiative by distributing the local paper with police flyers. The newspaper receives no acknowledgment on the printed flyer.

## Procedure

Donations require a record of the agreement between the NSW Police Force and the donor. This can be

- A letter of agreement or a Record of the Donation (See Appendix 3 as a guide).

Details supporting the transaction are also to be recorded:

- A dated duplicate receipt provided to the donor.
- If cash donations are received, a record of how the money was spent plus the purchased item receipts.

## Exclusions

The policy regarding acceptable donors is the same as for sponsors. (Refer to Section Government and Policy Limitations on Sponsorship and Who Can (& Can't) be a Sponsor).

## GST

No GST is applicable on unconditional donations of cash, goods or services.

This is because no benefits or rights flow as a result of the payment and the recipient does not have to use the funding for a particular purpose. For more information refer to the GST Section on the NSW Police Force Intranet or contact Financial Services (See section WHERE CAN I GET HELP? for contact details).

## FUNDRAISING

Fundraising must only occur with the written approval of the Local Area Commander or Specialist Commander equivalent or above.

Particular care must be taken to ensure full accountability and record keeping of all money or goods collected. The relevant Business or Local Area Manager must approve the record keeping method used for the fundraising event.

Contributions must not be received from persons:

- Known to be engaged in criminal conduct.
- Involved in activities subject to regulation or inspection by the NSW Police Force, or

- Where a risk of favouritism might be seen by a reasonable member of the public.

Fundraising may not be carried out for police officers or other employees who have been suspended or dismissed.

### **Helping charitable organisations**

Keep assistance to charitable organisations to a reasonable level and generally limit to one annually at each Local Area Command, or equivalent business unit. Try to confine raising funds to the area in which the charity operates or the function is being organised.

Unless you reasonably expect to raise a minimum net amount of \$300, do not conduct a fundraising function in aid of a charity, or a police organisation and a charity combined. If you consider little or no profit will be made, conduct the function for social or recreational purposes only. You may then donate profits to charity, with the prior approval of the Local Area Commander or Specialist Commander equivalent or above.

### **Licence to Fundraise**

Consideration must be given as to whether or not the proposed fundraising requires a licence to fundraise, issued under the [Charitable Fundraising Act 1991](#) by the NSW Office of Liquor, Gaming and Racing.

If fundraising is being conducted in the name of, or on behalf of another organisation, the appeal must be authorised by that organisation, which must either hold a licence to fundraise or be exempt from the requirement to hold a licence.

### **Commanders**

Ensure all fundraising complies with the [Charitable Fundraising Act, 1991](#) and the [Lotteries and Art Unions Act, 1901](#).

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## **OTHER COMMERCIAL ARRANGEMENTS**

Sponsorship is sometimes confused with other activities that may bring resources to the NSW Police Force.

Carefully consider the nature of arrangement in accordance with the policy. In all cases, a written record must be kept of the financial arrangements and approval obtained.

### **Advertising-Funded Publications**

Publishers produce a document and fund it through selling advertising space. Sporting clubs and charities, in particular, use this means to provide a journal or other publication to members and supporters. In recent times, Police Legacy and Blue Light have used this method to produce Child Safety Booklets.

Approval must be obtained from Public Affairs Branch before publications proceed.

Although this is not sponsorship, the approval mechanisms apply. Any record of agreement (whether in the form of a letter to the potential advertiser or other documentation) should specify which organisation will be advertising in the publication. The documentation should outline the type of organisation that cannot advertise in the publication. Final approval of the publication and advertisers rests with the delegated approving officer.

note:	Public Affairs Branch receives complaints about unscrupulous individuals selling advertising space in publications claiming association with the NSW Police Force. These individuals often use false names and have a fraudulent business name. Complaints should be directed to the Department of Fair Trading on 13 3220.
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### Goods for Evaluation

The NSW Police Force is not to evaluate products or services of any external party or organisation without first obtaining approval of the Manager of Purchasing and Supply and from the Region (or Specialist Branch) Commander.

### SPORTING TEAMS

NSW Police Force personnel often have involvement with sporting teams (e.g. football, netball, etc) which present themselves as Police teams.

Therefore, this policy covers any team or club that identifies an association with the NSW Police Force, and individuals in that team. Sponsorship may cover costs associated with equipment and/or travel. The delegated officer responsible for each club must ensure that their club's sponsorship dealings comply with this policy.

Clubs should detail all sponsorships and donations and keep a local record.

Clubs should follow sponsorship registration and documentation procedures for sponsorships and donations.

### WHERE CAN I GET HELP?

Command / Organisation	Advice	Contact Details
Public Affairs Branch	<ul style="list-style-type: none"> <li>Sponsorship and donation advice</li> <li>Sponsorship &amp; Donation Register</li> <li>Promotion and media advice</li> </ul>	Ph: (02) 8263 6302 E/N: 45306 Fax: (02) 8263 6315 E/N: 45315
Office of the	<ul style="list-style-type: none"> <li>Agreements</li> </ul>	Ph: (02) 9689 7989 E/N: 79989

NSWPF Sponsorship Policy (Incorporating Fundraising and Donations)

General Counsel	<ul style="list-style-type: none"> <li>Sponsorship terminations</li> </ul>	
Financial Services	<ul style="list-style-type: none"> <li>GST</li> <li>Risk management (Insurance)</li> </ul>	Ph: (02) 9339 5070 E/N:55070 Fax:(02) 9339 5491 E/N:55491
Fleet Management	<ul style="list-style-type: none"> <li>Vehicle requirements, registration &amp; leasing arrangements</li> </ul>	Ph: (02) 9742 7999 E/N:50799 Fax:(02) 9742 7905 E/N:50705
Region Professional Standards Manager	<ul style="list-style-type: none"> <li>Clarify the legitimacy of a potential sponsor</li> <li>Ethical issues arising from the sponsorship &amp; donation</li> </ul>	See Police Phone Directory for Region Office or call Police Switch on (02) 9281 0000
Special Crime and Internal Command	<ul style="list-style-type: none"> <li>Potential sponsor risk assessment</li> </ul>	Ph: (02) 8234 5699 E/N:40699 Fax:(02) 8234 5894 E/N:40894
ICAC Corruption Prevention Unit	<ul style="list-style-type: none"> <li>Advice and consultation on appropriate government interaction with sponsors</li> </ul>	Ph: (02) 9318 5999 Toll Free: 1800 463 909 Fax:(02) 9699 8067 <a href="http://www.icac.nsw.gov.au">www.icac.nsw.gov.au</a>
NSW Office of Liquor, Gaming and Racing	<ul style="list-style-type: none"> <li>Charities and collections</li> </ul>	Ph: (02) 9995 0300 Fax:(02) 9995 0611
Department of Fair Trading	<ul style="list-style-type: none"> <li>Fraudulent advertisers</li> </ul>	13 3220

## APPENDIX 1

### Sample Sponsorship Letter

*[Insert*

*Name*

*Title*

*Company Name*

*Street*

*SUBURB STATE POSTCODE]*

*[Insert Date]*

### Sponsorship Opportunity

[Insert Name of Initiative]

Dear [Insert Person's Name]

I am writing to offer *Company XYZ* a unique opportunity to support an important police initiative.

*[Insert details and expected benefits of the initiative]*

The NSW Police Force would like to offer *Company XYZ* the opportunity to be actively seen supporting *[insert Command]* and at the same time, helping to reduce crime.

Sponsorship benefits of this initiative include:

#### **(i) Local publicity**

The NSW Police Force will acknowledge the support of *Company XYZ* through a local media release and photo opportunity.

#### **(ii) NSW Police Force Website - [www.police.nsw.com.au](http://www.police.nsw.com.au)**

The NSW Police Force will display the media release promoting *Company XYZ's* support on the NSW Police Force website, which will be seen by at least 6,800 unique visitors a day during the course of the initiative.

#### **(iii) Police Monthly**

*Company XYZ's* support will be recognised in an article appearing in the Police Monthly, an internal magazine which reaches over 19,500 police personnel.

#### **(iv) LAC Sponsor Board**

*Company XYZ's* sponsorship will be recognised on Local Area Command's Sponsor Board. Visitor's to the police station will notice your support.

The sponsorship investment is \$3000 plus 10% GST. In return, the NSW Police Force offers *Company XYZ* a unique opportunity to be seen supporting an important police initiative.

This proposal will be offered to other potential sponsors. Therefore, sponsorship will be awarded to the earliest reply. My direct line is *[Insert direct line]*

I hope you can give this initiative your support and I look forward to hearing from you.

Yours sincerely

*[Insert Name]*

*[Insert Title]*

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## APPENDIX 2

### Sample Donation Letter

*[Insert*

*Name*

*Title*

*Company Name*

*Street*

*SUBURB STATE POSTCODE]*

*[Insert Date]*

Dear *Name*

[Insert PROJECT NAME/INITIATIVE]

I am writing to request the assistance of *[Insert Company Name]* in *[insert project name]*.

*[Insert 1-2 paragraphs about the initiative - what it is, targets, how it works.]*

*[Insert 1 paragraph about exactly what we want them to do or give. Include dates and other specific detail.]*

*[Insert 1 paragraph about how donor's support will help the initiative succeed.]*

Enclosed please find (relevant materials, e.g. posters, flyers, etc.)

If you require additional information please do not hesitate to contact me on my direct line number *[insert number]*

Yours sincerely

*Name*

*Title*

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## APPENDIX 3

### Record of Sponsorship

(Note: Record of Sponsorship is produced as a guide only. It will not be suitable for every occasion. Seek advice from the Office of the General Counsel.)

Record of Sponsorship between the NSW Police Force and *[Insert Sponsor Name]*

*[Insert sponsor's name]* agrees to provide:

*[Insert detail of sponsorship]*

In return, the NSW Police Force agrees to provide:

*[Insert detail of what the NSW Police Force will provide]*

*[Insert sponsor's name]* acknowledges that:

- a. NSW Police Force acceptance of sponsorship does not imply endorsement of *[insert sponsor's name's products or services]*. *[Insert sponsor's name]* will not claim or imply such endorsement in any public communication or advertising.
- b. Where *[insert sponsor name]* has agreed to provide *[insert goods or services]* for the NSW Police Force, the Commander will determine appropriate use.

### Special conditions

*[Insert details of any special conditions proposed by the NSW Police Force or the sponsor]*

Period of Sponsorship is *[insert number of months]* effective from *[insert date]* and expires on *[insert date]* and is made in accordance with the NSW Police Force Sponsorship Policy.

This Record of Sponsorship is made under the NSW Police Force's Sponsorship Policy. *[Insert sponsor's name]* has received a copy of this document.

Signed

For NSW Police Force

For *[Insert sponsor's name]*

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## **APPENDIX 4**

### **Sponsorship and Donation Register**

Contact the Public Affairs Branch for a copy of the Sponsorship and Donation registration Form.