

## Sponsorship And Industry Support Policy

3 December 2007

### Context

The purpose of the Sponsorship and Industry Support Policy and Procedures is to provide a framework for the development, establishment and management of sponsorships, industry support, philanthropic donations and grant activities.

### Statement

As an elite institution responsible for the provision of advanced training in the screen and broadcast industries nationally, AFTRS attracts high-profile reputable commercial, philanthropic, individual and publicly-funded sponsor partners. The success of these collaborations is dependent upon a transparent and coordinated process that looks after the sponsor relationship in a positive and appropriate manner.

Any and all donations, grants, gifts, sponsorships, must have a written agreement.

### Policy Procedures

#### Procedures for Establishing a Sponsorship Agreement

These Procedures are mandatory when bringing a sponsor to AFTRS. It includes the negotiation of all types of sponsorship including, but not limited to, cash and in-kind awards, scholarships, grants, internships and subsidy.

1. Any and all donations, grants, gifts, sponsorships, must have a written agreement
2. Any and all requests for donations, grants, gifts, sponsorships must be approved in writing by the Chief Executive Officer (CEO) through the Director of Division and approved by the CEO PRIOR to approach or acceptance of sponsor proposal.
3. Once approved by the CEO, the Head of Business Affairs is responsible for negotiating all sponsorships on behalf of AFTRS.
4. When approached by an external party with a proposal to sponsor AFTRS, the relevant Director of Division and/or the Head of Discipline, refers the proposal to the CEO.
5. Once CEO approval has been obtained, the Head of Business Affairs negotiates the sponsorship with the potential sponsor and obtains a Sponsorship Agreement. The Agreement will clearly state the benefits for both parties, including any personal benefits, the forms of acknowledgement for the sponsors, the scope of uses the sponsors can make of the agreement, requirements for the financial records and the duration of the agreement.
6. A sponsorship will not be negotiated should there be a real or apparent conflict between the objectives and mission of AFTRS and those of the sponsor.
7. The Head of Business Affairs refers the finalised Sponsor Agreement to the CEO for approval and signing.
8. The Head of Business Affairs enters the approved Sponsorship Agreement in the Central Sponsorship Register. The record of each Sponsorship Agreement is kept for a period of 7 years.

9. Individual sponsorships involving funds and/or services to a specified value per Sponsorship Agreement will be reported in the Annual Report.
10. Any change in the relationship with the Sponsor Partner or in regard to their circumstances which has implications for the Sponsorship Agreement must be referred to the Head of Business Affairs for appropriate action.
11. The relevant Director of Division who referred the original proposal to the Head of Business Affairs is nominated as the AFTRS contact for the management of the sponsorship.
12. The use of the AFTRS logo by a Sponsor Partner or a Party being sponsored by AFTRS must have the explicit approval of the CEO. The use of the AFTRS logo by a Sponsor Partner or a Party being sponsored by AFTRS can only proceed after written agreement has been negotiated by the Head of Business Affairs and the CEO.

## **Responsibilities**

1. The CEO is responsible for approving approach or acceptance and signing all final Sponsorship agreements.
2. The Head of Business Affairs is responsible for negotiating all sponsor agreements with sponsors.
3. The relevant Director of Division who referred the original proposal to the Head of Business Affairs is nominated as the AFTRS contact for the management of the sponsorship.
4. The Director of Division is responsible for oversight of all sponsorships that support his/her Division.

## **Exclusions**

1. No students have authorisation to negotiate sponsorships for their productions.
2. Sponsorship for student films is not permitted except for sponsorship that is negotiated by the School which brings benefits to all student productions.

For the purpose of the above procedures these definitions apply.

## **DEFINITIONS**

### **Sponsorship**

Sponsorship of AFTRS means a contribution of money or kind generally by commercial organisations in exchange for advertising, publicity or other mutually agreed benefit. Sponsor support may take the form of cash support and/or provision of material goods, scholarships, internships, grants, or other.

### **Sponsorship Agreement**

A Sponsorship Agreement is a written document outlining the negotiated terms for a sponsorship. Agreements may take the form of an exchange of letters and/or be a binding Legal Agreement. Agreements include the rationale for the sponsorship; the terms of the sponsorship including its duration, conditions and agreed benefits; and the key sponsor contact and their contact details.

**Grant**

A grant is a sum of money given to AFTRS for a specified purpose directed at achieving goals and objectives consistent with AFTRS policies and objectives.

**In-Kind**

An in-kind contribution is the provision of and/or access to goods/and services, equipment, resource or facilities .

**Internship**

A combination of practical learning and on-the-job training in a specified field under supervision. Internships may or may not include a salary that is at the discretion of the provider.

**Fellowships**

A fellowship is the acknowledgement that an industry professional needs to develop expertise in the field of education as well as their industry. Financial support is provided in either the form of a stipend or supporting travel expenses.

**Scholarships**

A scholarship is financial aid provided to a student on the basis of merit.

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