

# NELFA GUIDELINES

ON SPONSORING

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## INTRODUCTION

**Sponsorship is a business arrangement** in which a sponsor provides a contribution of money or in-kind support (i.e. for an event or activity) in return for certain specified benefits to the sponsor. Sponsorship is not a donation for which little or no return is expected.

**Sponsorship needs to fit within an ethical framework and involve fair and transparent arrangements, accountability as well as valuable returns.** These guidelines are designed to minimise the risks and maximise the benefits for NELFA when managing sponsorship.

## PRINCIPLES

1. A sponsorship arrangement should not impose or imply conditions that would limit NELFA's ability to carry out its functions fully and impartially. Any attempted influence will result in automatic review and/or termination of the agreement.
2. There should be no real or apparent conflict between the objectives and mission of NELFA and those of the sponsor. Any sponsorship agreement must demonstrate alignment and consistency with the Network's main aims (NELFA bylaws Article 3).

*NELFA will i.e. not accept sponsorship from organisations or individuals who support consciously anti-LGBTIQ\* movements, whose products or services may harm human rights and particularly the well-being of LGBTIQ\* parents and their children. Sponsors may be asked to confirm in written that they operate under a current code of ethics.*

3. Sponsorship of NELFA should not involve explicit endorsement of the sponsor or the sponsors' products or services. Expressing gratitude is bound to occur as part of the sponsorship acknowledgement. However, any direct references to products or services must be avoided to ensure no public perception of favouritism.

*An agreement with NELFA should set out a stipulated range of options to which sponsorship may apply. These may include, for example, signage, advertising copy, media release acknowledgements and conference promotional material.*

4. Where sponsorship takes the form of provision of a sponsor's product, the product should still be evaluated for its fitness. Goods provided in-kind should have appropriate certification noting that they are tested and safe for the target clients.
5. NELFA Board members must not receive a personal benefit from a sponsorship. It is inappropriate to ask for or accept a gift or benefit in connection with their work.
6. The NELFA Board should assess sponsorship proposals against pre-determined criteria which have been published in advance or which are circulated to organisations which submit an expression of interest. The checklist should consider benefits sought, acknowledgement expectations, reputation, public perception, strategic relevance.
7. A sponsorship arrangement is a contract and should be described in a written agreement. Such documents should be submitted to the NELFA Board for approval. A resolution is taken by absolute majority of the votes. (NELFA bylaws Article 22)

*NELFA's Executive Board will maintain a register of sponsorship agreements and publish corresponding data in the Annual Report. The Treasurer will take care of the agreed money or in-kind transfer and the usual financial reporting obligations.*

8. NELFA will be open and transparent in sponsorship arrangements. By using defined criteria, NELFA ensures equity for organisations to determine those agreements. But this does not imply the obligation to approve every similar request of possible sponsors. NELFA reserves the right to take case-by-case decisions.