



CSI

Sponsorship,

Grants and

Donations Policy

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## **1. OVERVIEW**

### **1.1 NEED FOR A POLICY**

This policy has been prepared after due consideration of the Scheme's corporate Strategy and Marketing and Communication Objectives.

The provision of sponsorship, grants and donations can be advantageous for all parties, however BPOMAS must ensure that the provision of such does not compromise or question the integrity of the Scheme's operations or its corporate reputation.

Sponsorship in particular is a commercial arrangement in which a sponsor provides a contribution in money or in-kind to support an activity for a specified benefit. Such a relationship potentially has risks and the BPOMAS must ensure that proper processes are followed and that its reputation is maintained and /enhanced from such relationships.

Sponsorship differs from community grant programmes and donations as these programmes do not involve benefit beyond modest recognition. However, it is important to set out the parameters relating to the provision of such and hence why it is addressed in this policy.

Although this policy provides for community participation in the public domain improvements, it does not cover Public Private Partnerships (PPPs). If a proposal falls within the definition of a PPP then the provisions of the relevant guidelines will apply.

### **1.2 PURPOSE**

The Policy outlines BPOMAS's approach to dealing with sponsorship arrangements that the Scheme will undertake and the provision of grants and donations. It outlines the principles and procedures for the acceptance and granting of sponsorships, grants and donations. This policy will guide the requesting agencies or persons, community organizations and Company staff in how to deal with sponsorship, grant and donations issues.

Provided certain conditions are met, this policy also enables members of community or organizations to partner and participate in community improvements.

## 2. Vision

To be the leader in provision of sustainable healthcare solutions.

### 2.1 Mission Statement

To assist members to access quality innovate and effective health care solutions and meet their needs

### 2.2 Values

#### Professionalism

We act **ethically** and **honestly** in performing our duties using our skill, knowledge and competencies to provide efficient and services that are at all the times beyond our members' expectations.

#### Team Orientation

We effectively **work together, across boundaries**, to meet the needs of our members and achieve organizational goals, whilst encouraging individual **contribution** and **responsibility**.

#### Innovation

We continually seek solutions that enhance our product offering to ensure we remain up-to-date, competitive and continue to meet the evolving needs our members value

#### Accountability

We remain **responsible** to our members and in all or dealings promise to act with **transparency** to ensure that we **uphold all our obligations** to the scheme members

#### Botho

We value our **people**; they are our **strength** and **competitive advantage**, and we continue to serve them with humility and professionalism

#### Service Excellence

We strive to **exceed customer expectations** in our daily work, and every product and service that we deliver and thereby **creating premium value** for all our stakeholders.

### 3. BACKGROUND

Evaluation of brands in a competitive environment, such as in the medical aid industry is not only based on the quality of products, service etc. It goes into the company's ability to extend its helping hand towards the community or well deserving needy courses. BPOMAS being a medical aid subsidised by the government has an even bigger obligation to demonstrate a quantifiable contribution to society within which it operates

- BPOMAS has invested a time, human capital and monetary resources to the social up-liftment of the communities we serve e.g. In the past 5 years BPOMAS has spent an excess of 500kPula towards the acts of benevolence. There is however a need to direct such efforts in order to ensure that the schemes derive value for its contributions to the community

### 4.SPONSORSHIP, GRANTS AND DONATIONS POLICY

#### 4.11 DEFINITIONS

4.12 **Sponsorship** is defined as a contribution made by the Company with an agreed set of benefits. The definition in extension references a type of commercial arrangement in which the Sponsor provides a contribution in money or in kind to support an activity for certain specified benefits.

4.13 A **Grant** is normally a form of financial assistance that funds an individual or organization to develop a specific project. It may also include in kind assistance such as the provision of facilities or services. A grant is generally given with directions about the administration of the grant.

4.14 **Donation** (including unconditional gift, bequest or endowment) is a provision of cash or other item of value with no return benefits expected. The person or organization providing these may request a modest acknowledgement or the provision be used for a particular purpose.

### 5. *OBJECTIVES OF THE POLICY*

5.11 The main objective of this policy is to provide general guidance; it is not therefore, inclusive or exhaustive and is subject to change at the discretion of BPOMAS Management at any point in time.

#### 5.12 THE SPECIFIC OBJECTIVES OF THIS POLICY ARE AS FOLLOWS

5.12.1 To ensure that sponsorship and donations are awarded to deserving individuals, charitable or non-profit making organizations.

5.12.2 To bring credibility and brand value from sponsorships.

5.12.3 To extent a helping hand to the communities that BPOMAS serves.

5.12.4 To ensure that there is quantifiable value generated in every sponsorship, grant and donation agreement.

## **6. CRITERIA FOR SPONSORSHIP, GRANTS AND DONATIONS SELECTION**

- 6.11 BPOMAS shall offer sponsorship, grants and donation to events or programs under the following considerations
- 6.12 Registered local societies, groups or Individuals with a recognized authority.
- 6.13 Fully described event or course which is consistent with the overall corporate strategy of BPOMAS.
- 6.14 Identification of projects or needy courses within communities will be done in conjunction with relevant local authorities in line with the corporate and marketing strategies.
- 6.15 Sponsoring the event should be acknowledged by the inclusion of the corporate identity of the brand through various promotional materials/ opportunities associated with the event.
- 6.16 Notification of changes associated with date, time and venue should be provided to the sponsor in writing.
- 6.17 BPOMAS can reject to sponsor/ donate without giving reasons.

## **7. EXCLUSION FROM SPONSORSHIP, GRANT OR DONATION**

- 7.11 Donation/ sponsorship shall not be offered to profit-making organizations except in circumstances as may be deemed fit by the Principal Officer and or Board.
- 7.12 Sponsorship/ donation shall not be awarded for individual gain.
- 7.13 BPOMAS will not enter into sponsorships/ donations which may be viewed as encouraging any form of prejudice against minors, disadvantaged persons and activities that may be considered divisive in the community.
- 7.14 Proposals emanating from parties or individuals associated or involved with political parties or for political gain of individuals and parties.
- 7.15 BPOMAS will not enter into sponsorships/ donations that are deemed to be encouraging use of harmful substances, damage health, come from or are connected with tobacco-related products, illicit drugs and substances.
- 7.16 Come from or are connected with alcohol related products or the proposal involves activities that advertise alcohol or related products.
- 7.17 BPOMAS will not sponsor/donate to courses or events that are not relevant or compromising to the Company reputation.
- 7.18 Conflicting with the scheme 's long term vision, direction and strategies, policies or other affiliate plans.
- 7.19 Conflict with or do not support the Company's values or mission
- 7.20 Impede or potentially impede the Management and Board of BPOMAS from carrying out its functions.

- 7.21 Discriminate by way of race, religion, gender or sexual orientation in employment, marketing or advertising practices, or contribute to the inhibition of human rights generally.
- 7.22 Requests that seek permission to install obtrusive signage and other undesirable visual clutter which are contrary to local authority guidelines or are not in line with local authority policies.
- 7.23 Do not show a genuine readiness or capability to carry out the obligations or expectations of a sponsorship, grant or donation.
- 7.24 Proposals from parties found guilty of illegal or improper conduct by any local, legal or law enforcement authority.
- 7.25 Proposals that require the scheme or appear to imply, a strong explicit endorsement of other products and services of the sponsorship or grant recipient (this does not necessarily include naming rights and branding opportunities).
- 7.26 Proposals from companies that compete with BPOMAS (whether directly or indirectly) or that are intended to fund anti-campaigns or motivate for the discrediting of the Company.
- 7.27 Proposals from staff which are deemed to have a direct benefit, or constitute conflict of interest, or solely written with insider knowledge of the business and policy gaps. (This condition will remain enforceable for a period not exceeding 24 months after the termination of employment)
- 7.28 Proposals from foreign companies or individuals without a direct benefit to societies in Botswana.
- 7.29 Proposals that do not have national or international reach and interest.
- 7.30 Sponsorships that do not eventuate.
- 7.31 Requests from entities or individuals that are subject to some form of regulatory investigation/determination.
- 7.32 Applications from religious organizations for religious purposes.
- 7.33 Proposals from professional sporting teams.
- 7.34 Projects that are the operational responsibility of the State or local government (e.g. road improvements, office equipment, government or local authority offices).

## **8. SUITABLE PROPOSALS**

Suitable proposals are those which are not unsuitable as outlined above. The company wishes to have relationships with reputable organizations and individuals whose values and objectives do not conflict with the scheme's long term strategic direction and vision.

## **9. RETAINMENT OF DISCRETION TO REJECT SPONSORSHIP AND DONATIONS**

The scheme retains the discretion and right not to accept sponsorship, grant or donation request from any entity for any reason and without reason.

## **10. MANAGING THE SPONSORSHIP**

A management plan and legally binding agreement must be entered into for each sponsorship arrangement to ensure auctioning and remedial action when not carried out. The sponsorship agreement must not impose or imply conditions that would limit, or appear to limit the scheme's ability to carry out its functions fully and impartially.

The agreement will clearly set out:

- The benefits including economic benefits available to scheme, also document the nature of benefits (e.g. naming rights, brand exposure)
- Any personal benefits available to the sponsor's employees (administered in accordance with the Conditions of Service).
- The form of sponsorship acknowledgement which will be available.
- The term of the sponsorship and any conditions regarding renewal.
- The scope of uses which the sponsor can make of the sponsorship arrangement.
- Consequences of change which may occur over time (e.g. change in relationship, new policies, new corporate missions or objectives).
- Financial accountability requirements.
- Provision for termination or suspension of the arrangement.
- A statement also setting out that any attempted influence of the Company by inducement or otherwise will result in automatic review and /or termination of the sponsorship arrangement.

## **11. TRANSPARENCY OF INFORMATION**

Information about sponsorships, grants and donations will be available to the public and or regulatory authorities on request subject to the authority of the Company and other policies on disclosure of information to third parties. The scheme reserves rights to sponsorship, grants and donations reporting in its Annual Reports, and for use in promotions.





**SPONSORSHIP EVALUATION SHEET**

DATE: .....

INDIVIDUAL:  SOCIETY:  COMPANY:  OTHER (SPECIFY):.....

NAME OF REQUESTING BODY:.....

REPRESENTATIVE: ..... CAPACITY: .....

ADDRESS: POSTAL..... PHYSICAL: .....

PLACE:.....

CONTACT DETAILS: MOBILE..... TEL:..... E-MAIL: .....

REGISTRATION NUMBER: .....

HAS PROOF OF EXISTENCE BEEN PROVIDED: YES  NO  (  ,REJECT)

**WEIGHTED DECISION MAKING TOOL – ASSESSEMENT GUIDE LINES**

QUESTION	WEIGHT	SCORE
<b>1. Do we have the budget?</b>		
No	0	0
Not now, but we would like to support this when we do have the budget	2	
Yes	10	
<b>2. Does it fit our criteria?</b>		
No	0	
Not entirely but it does have its merits	5	5
Yes	10	
<b>3. Is it a credible organization, Individual/ Does the organization exist?</b>		
No	0	
Elements of concern	2	
The organization is in good standing	10	10
<b>4. How will the project support us in achieving our business goal</b>		
Increase brand awareness (event plan contains launch, press conference, or external communication plan)	8	
Build relationship with important stakeholders e.g. Decision Makers, Unions, CEOs, Managers, Ministers, HR Personnel, Our Members, Strategic Partners	10	
The project does not in any way support us to achieve our business plan	0	0
<b>5. Does the project support the less privileged/ vulnerable</b>		
The project targets children, the disabled, destitute and women groups	4	4
The target group/s do not necessarily need our support	0	
<b>6. Number of People Impacted</b>		
Individual	1	

A large number of people will be impacted	6	
Project targets a small group	4	4
<b>7. Have we funded the organization in the past 24 months?</b>		
Yes	1	
No	3	3
<b>8. Is there any conflict of interest?</b>		
No existing relationship between an internal staff member and the organization	5	5
Yes, there is blood relation and the organization is profit making	0	
Yes, there is a relation but the organization is not profit making and the internal staff member is doing it on a voluntary basis	5	
<b>TOTAL SCORE</b>		
<b>45-58</b>	<b>YES</b>	
<b>30-44</b>	The project may be funded but its subject to funds availability	<b>31</b>
<b>29-below</b>	<b>DO NOT FUND</b>	
NOTES: .....		
.....		
APPRAISER: ..... DEPARTMENT: .....		
SIGNED: ..... DATE: .....		
MANAGER SIGN: ..... DATE: .....		
<b>FOR PROJECTS FUNDED OVER BWP 25,000 MD TO ENDORSE</b>		
NAME: ..... SIGN: .....		
DATE: .....		

## 12. APPLICATION PROCESS

Formal requests for corporate donations and sponsorships should be made by completing the Sponsorship, grants and donations application form format below. The application should address the principles and criteria set out in this document. All submissions should follow this format and any additional information can be attached.



## SPONSORSHIP APPLICATION FORM

DATE .....

INDIVIDUAL:  SOCIETY:  COMPANY:  OTHER (SPECIFY):.....

NAME OF REQUESTING BODY:.....

REPRESENTATIVE: ..... CAPACITY: .....

ADDRESS: POSTAL..... PHYSICAL: .....

PLACE:.....

CONTACT DETAILS: MOBILE..... TEL:..... E-MAIL: .....

REGISTRATION NUMBER: ..... DATE OF PROJECT:..... PLACE: .....

PROOF OF EXISTENCE (PLEASE ATTACH SUPPORTING DOCUMENTS)

BACKGROUND/ COMPANY BRIEF

OBJECTIVES OF THE PROJECT FOR WHICH FUNDING IS REQUESTED

TARGET GROUPS

BENEFITS TO BPOMAS AND RELEVANCE

INDICATE IMPACT OF THE SPONSORSHIP | KEY PERFORMANCE INDICATORS | EXOECTED OUTCOMES

EXPLAIN HOW AND BY WHEN THE IMPACT OF THE SPONSORSHIP WILL BE REPORTED TO BPOMAS

REQUESTED AMOUNT AND BREAKDOWN OF EXPENDITURE

AUTHORISED SIGNATORY

NAME: ..... DESIGNATION: ..... DATE: .....

### 13. PROPOSAL/ REQUEST PROCEDURES

13.11 A request must be made in writing to the Business Development Department.

- 13.12 Proposals must include a name, brief description of the group or society
- 13.13 If applicable, proposals must include key benefits of the event to the community.
- 13.14 Requests must be submitted well in advance, preferably one month to prior the date of event [marketing@bpomas.co.bw](mailto:marketing@bpomas.co.bw)

#### **14. SPONSORSHIP/ DONATION CATEGORY**

- 14.11 Adhoc sponsorship and donation coverage will be up to P10, 000 per month while Corporate Social Investment sponsorship and donation coverage will be up to P100, 000 per worthy event

#### **15. SPONSORSHIP SANCTIONING**

- 15.11 The Business Development Manager shall authorize adhoc sponsorships within the confines of these guidelines.
- 15.12 Long term investment sponsorships related to CSR shall be approved by the Principal Officer

