

Division:	ALL DIVISIONS	Ref. No.	REL-GOV-030
Department:	All Departments		
Title:	College Sponsorship Policy		

1. PURPOSE AND SCOPE

The purpose of this policy is to ensure a consistent approach to the attainment and management of sponsorships across all divisions of the Royal Australasian College of Surgeons (the College).

2. KEYWORDS

Sponsorship, events

3. BODY OF POLICY

3.1. Background

The College raises funds from external organisations and companies to underpin programs and to enhance the quality of its activities. The College has several departments that actively attract and manage sponsorship. The principal departments undertaking this activity are the Conference and Events department, the Global Health department, the Professional Development Department, the Division of Education Development and Assessment, the Regional Offices and the division of Research, Audit and Academic Surgery.

Given the different requirements for funding and the relationships established between College staff and various funders of College activities, it was determined some time ago that it was not preferable to have one individual sponsorship officer.

However, while these departments each seek funds for activities related to their specific area of undertaking, there are inherent commonalities in their approach to sponsorship because each operates within the structure and governance of the College.

This policy provides the overarching principles to guide sponsorship within the College.

3.2. Definition

3.2.1 Sponsorship

Sponsorship shall be defined as the provision of funds to the College by a commercial entity for which the College provides a benefit in return. This may include advertising or product promotional opportunities.

These organisations sponsor events (or aspects of events) and programs including scientific meetings, training courses and workshops and elements of the continuing professional development (CPD) program.

3.3. Entering into sponsorship arrangements

This section describes the principles for seeking external funds for sponsorship of events, meetings or programs. The College's Delegation Manual is the overriding document which prescribes the upper limits to which each authorised position can make agreements.

3.3.1 Parameters of sponsorship

The College does not accept funds from companies involved in the manufacture of tobacco or alcohol products or with links to terrorist organisations

The College should not seek or accept funds from organisations which may bring the College's name into disrepute or which are at odds with the College's Purpose as stated in the College Constitution.

No sponsorship agreement may compromise or detract from the educational content or value of the activity for which the sponsorship is sought or its related activities. Where sponsors provide an educational component to an activity, agreement for their participation must be obtained from the appropriate College Committee or Board.

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It is the responsibility of the Director whose division is managing a sponsorship agreement to undertake due diligence to determine the appropriateness of the company or individual as a sponsor of the College. Any uncertainty as to the worthiness of a sponsor is to be referred to the College Directors' meeting.

3.3.2 Terms of Sponsorship

Sponsorship is provided to the College typically by commercial entities. These organisations sponsor events (or aspects of events) and programs including the College Annual Scientific Congress, State Annual Scientific Meetings or events, College training courses and workshops and elements of the CPD program.

In exchange for the sponsorship the College will confer certain rights on the sponsor. These may include (but are not limited to):

- exhibiting at the event;
- advertising;
- speaking opportunities;

In many cases, the sponsor will be sent an invoice by the College for the sponsorship which is considered sufficient agreement between the parties. For sponsorships in excess of \$15,000 the College must enter into a formal agreement with the sponsor.

3.3.3 Roles and responsibilities for managing sponsorships

The relevant manager and/or director in each Division is responsible for oversight of all aspects of sponsorship relating to activities within the Division in accordance with the directions of Council, the Delegations Manual and the policies and procedures of the College.

3.4. Conflict of interest

If there is a conflict of interest, or a perceived conflict of interest in an approach to or management of a sponsor, the matter must be disclosed to the Divisional Director and/or the CEO.

4. ASSOCIATED DOCUMENTS

Delegations Manual
 Procedure: Sponsorship for Regional Events
 Application for Foundation for Surgery Funds policy
 Conference and Events sponsorship policy
 Global Health donations and sponsorship policy

Approver: CEO
Authoriser: Council