



## MEMBER GROUPS

### SPONSORSHIP AND ADVERTISING POLICY

Responsible Body	Member Groups
Version Number	3
Prepared by	Kerry Earl/Karen Myatt

Summary of Revisions Made	Version	Date
Merging of previous Sponsorship and Advertising Policy document prepared by Jeremy Comley in April 2002, with additional information (item 7 onwards). Item 2 updated. Inclusion of contents page.	1.1	
Small changes throughout, inclusion of Branch Sponsorship Proposal Template and merging of The Branch Programme – Branch Sponsorship document from the Branches Reference Manual. Removal of contents. Made more generic for Member Groups use.	Version 2	06/05/2008
Small changes throughout, Removal of “Our focus this year” etc, appendix 1 page 7, Speakers	Version 3	27.01.15

## Sponsorship and Advertising Policy for Member Groups

### Introduction

BCS Member Groups (Branches, Specialist Groups and YPG) operate varying arrangements when it comes to seeking and agreeing support from businesses, the public sector and members.

This policy aims to create consistency across the network without inhibiting Member Groups from securing valuable financial and in-kind support.

If a Member Group wishes to approach an organisation for sponsorship, they should also refer to the standard Sponsorship Proposal document (see appendix 1) which can be utilized for this purpose. The sponsorship should be sought for a particular one off event, but can also be for day to day operational activity such as general mailing costs. Ideally the sponsorship of an event will be from more than one company to give the impression that we are not endorsing a single organisation over any others.

### 1. Basic Sponsorship Guidelines

Member Groups of the BCS are permitted under certain circumstances to accept sponsorship provided that such sponsorship:

*a) Is discussed responsibly and professionally by the Member Group Committee and is agreed as such.*

This demands a conscious debate/decision by the Member Group Committee and precludes a sub-group or sub-committee from unwittingly committing the Member Group to a situation which is not acceptable.

*b) Does not constrain future Member Group Committees from arriving at a different conclusion in regard to repeat sponsorship.*

This constrains the application of sponsorship of a situation in perpetuity i.e. may be reconsidered in the future by a Member Group Committee composed of individuals of a different outlook.

*c) Is at all times secondary to the prime Society activity or function to which it is applied.*

This means that an activity or event, WILL NOT be known as, for example, the 'XYZ Computer Company Competition' organised by the ABC Member Group of the BCS but more appropriately the 'ABC Member Group Competition' sponsored by the XYZ Computer Company'.

*d) Does not use the Society name other than in a manner agreed in writing by the Society.*

This is a protection clause to inhibit unauthorised use of the Society name by a potential or actual Sponsor, Naturally any such use, so agreed, will not be to the detriment of the Society

*e) Must act in the interests of computing.*

This will encourage events, activities, and competitions etc. which are broadly in line with the Aims of the Society. For example sponsorship of a Schools Computing Competition will be quite acceptable whereas a sporting competition although participants are actively engaged in computing, will not be acceptable.

*f) Does not in any way exclude other organisations from the opportunity of sponsorship.*

The purpose of this is to ensure that a sponsor will not be in a position to effectively 'lock out' other sponsors from any similar events.

g) *Each case will be reviewed on its own merits and the Member Group Committee need not recognise or be bound by precedent.*

This is intended as a self correcting safeguard to allow the Member Group Committee to opt out of an arrangement which has not been to its satisfaction.

h) *The constraints of these guidelines should be made clear to the potential sponsor in writing.*

## **2. Accepting Commercial sponsorship, cash and in-kind support**

Business and/or the public sector can be approached, or offers accepted, to provide support with discrete reference to the support provided on Member Group communications. Please refer to items b and c below, as well as the standard Sponsorship Proposal document mentioned above (Appendix 1).

The support can only be recognised with one of the following statements on any publicity materials or on the Member Group's website:

- a) (Sponsor name) are delighted to support the BCS (name of Member Group)
- b) Developed in association with (sponsor name)
- c) Supported by (sponsor name)
- d) The BCS (Member Group) wish to thank (sponsor name) in the development of this (item name)

The sponsoring organisation's logo can be included immediately below the statement.

## **3. Accepting or Selling commercial advertising**

- Media  
Advertising should not be accepted/sold for online communications due to the large proportion of web users who find it irritating. Offline advertising on newsletters/brochures etc is more widely accepted and therefore can be encouraged.
- Nature  
Advertising accepted should be legal, decent, honest and truthful and should not imply BCS endorsement.
- Approval  
All advertising should be cleared by the Member Group chair and HQ if reference is made to BCS activities outside of the Member Group's scope (Corporate Marketing 01793 417417).
- Disclaimer  
The following disclaimer should be incorporated into all materials carrying commercial advertising:

*"The BCS does not necessarily endorse the products and services advertised."*

It is for example quite acceptable for a Member Group to send its members promotional material from course organisers, providing that the quality and relevance to members of the courses has been confirmed, that members have explicitly agreed to receiving such publicity, and providing the Member Group is not seen as endorsing the claims of what is advertised. The Member Group should make reasonable attempts to receive something in return from such advertising, in the form of income, or "in-kind" e.g. publicity for the Member Group.

It is important that a Member Group is seen to do nothing to detract from the professional status of the Society. Consequently the Member Group **must** not accept sponsorship of Member Group activity or advertising in a Member Group publication from a company or organisation

whose aims, objectives, or activities may be seen as disreputable or as being in conflict with those of the Society.

A Member Group should agree in writing what form the sponsorship or advertising will take, and what benefits will accrue to the Member Group. It is for example quite acceptable for a Member Group to meet on the premises of a reputable company without paying for room hire, providing that any member may attend such a meeting, and that the attendance list is not used by the host for its own promotional purposes without the explicit agreement of those attending.

A Member Group **must** only use its own name and the relevant BCS logo in these cases.

A Member Group **must** not explicitly endorse the products or services of one company or organisation in preference to those of another. **It is vital that an event is not used as a sales pitch as we cannot be seen to endorse a particular product. However, the company may display literature or offer freebies if they so wish.**

#### 4. Accepting Sponsorship and Advertising

By adopting terminology used by several international organisations, the four types of involvements and sets of BCS responsibilities are described below. The nature of any particular involvement must be specified in advance and in writing. Assistance is available from BCS HQ Corporate Marketing on 01793 417417.

Reasonable steps should be taken to confirm the good faith of sponsoring companies or organisations.

##### a) Sole-Sponsorship

Sole sponsorship indicates sole BCS involvement in an event. The BCS accepts complete responsibility for the technical, financial, publicity and administrative aspects of the event.

##### b) Co-Sponsorship

Co-Sponsorship indicates a shared involvement among several bodies, including the BCS. This involves a shared and significant involvement by the BCS in some or all of the technical, financial, publicity and administrative aspects of the event, as spelt out in a Memorandum of Understanding (MOU), which must be agreed between all parties before there is any responsibility and/or liability accepted by the BCS.

##### c) Technical Co-Sponsor

Technical Co-Sponsorship indicates direct involvement by the BCS only in the technical program of the event, and no financial commitment is involved.

##### d) Co-operation

This indicates very limited involvement by the BCS in the event and implies no financial, technical or administrative commitment by the BCS, beside possible (to be defined) assistance in the provision of publicity.

Below is a summary of the above responsibilities:

<b>BCS Responsibility</b>	<b>a) Sponsor</b>	<b>b) Co-Sponsor</b>	<b>c) Technical Co-Sponsor</b>	<b>d) Co-Operate</b>
Financial	Full	MOU essential	None	None
Administration	Full	MOU essential	None	None
Technical	Full	Joint	Active	None
Publicity	Full	Joint	Possible	Possible
Use of BCS Member Group Logo & Name	Yes	Yes	Yes	Possible

## **5. Contracts, VAT, Tax, NI etc**

It is important that if a Member Group plans to pay for any work to be undertaken, or for financial support to be provided that they consult the HQ Finance department (01793 417417), who can advise on these areas, before the arrangement comes in operation.

In no case, and under no circumstances, shall the Member Group Committee or any Officer or member of the Member Group have the power to bind the Society by contract or otherwise, or to impose any liability thereon unless a resolution of the Trustee Board of the Society shall authorise such liability to be created on behalf of the Society.

## **6. Links to the BCS web site**

BCS only link its website to other websites offering information that directly relates to our role, vision, mission and strategic objectives.

Any reciprocal links must be agreed with the Web Team (01793 417417) before they are added.

All BCS Member Groups should ensure their website is linked to the BCS website.

## **7. Volunteer Support from members and non-members**

The volunteer effort of members and non-members is vital to the work of BCS and in particular for our Member Groups and is greatly appreciated. Payment for this work is not permitted by any Member Group, as it is a voluntary role.

Any Member Group requiring assistance with mailings or such like can contact HQ who can advise accordingly.

For unpaid support, recognition of the contributor's work should be recorded by the relevant Member Group using any of the following statements:

- The BCS (name of Member Group) would like to thank (contributor name(s)) in the development of this (item name eg web site, brochure, newsletter etc).
- This (item name) was brought to you with the help of (contributor name(s))

## BCS Member Group Sponsorship Proposal

### Overview

The BCS is the industry body for IT professionals and a Chartered Engineering Institution for Information Technology. With members in over 100 countries around the world, the BCS is the leading professional and learned Society in the field of computers and information systems.

The BCS [member group] provides local BCS members with the opportunity to maintain contact with fellow professionals, and to keep abreast of the latest developments in IT. This is predominantly done through invited speaker events and other social activities that are held throughout the year which are open to both BCS members and the public. More information about the [member group] can be found at: [member group website address].

The [member group] was formed in [formation year] and has over [number] members in its geographical/specialist area. We hold regular events and have audiences of approximately [number] people.

Our [member group] strategy's main objective is to involve local IT professionals with [member group] activities and promote the wider BCS objectives of career development, professionalism in IT and personal learning. We would like to do this by working in partnership with firms in the local area which have IT functions that can benefit from the activities of the [member group] and the wider BCS organisation.

We would like your organisation to consider financial or other type of support of our activities, especially as we view your organisation as an important local employer. In return, the [member group] would work with a nominated person within your organisation to develop and promote BCS events and initiatives within your company which would be of interest and benefit to the firm's employees. The scope of this relationship can be as small or large as each party wish to make it, and in line with current needs and objectives.

### What Benefits the Sponsor will Receive

The benefits derived through sponsorship will depend on the level of involvement you wish to have with the [member group]. Broadly, we would expect you to benefit in the following areas:

#### ***Publicity***

With a significant membership to which all events are publicised there is considerable scope for your organisation to gain some favourable publicity and demonstrate an involvement in the local community of IT professionals. Publicity would be in the form of the inclusion of your logo, a statement in our advertising materials and on our [member group] website.

#### ***Staff development***

The BCS has various initiatives to promote and support staff development, such as Skills Manager and Career Developer. Sponsorship would be an ideal way of demonstrating your company's interest in our professionalism campaign, as well as encouraging staff development. Further information on BCS products can be found at: [www.bcs.org/Products](http://www.bcs.org/Products)

#### ***Ability to influence event agenda***

By sponsoring an individual event we would be happy to tailor the content around specific areas of interest to the sponsoring organisation. This could be for the benefit of staff development or general publicity, although direct sales pitches would not be acceptable.

Additionally, the [member group] has some influence through the support of the BCS organisation to attract high profile speakers to events and would be happy to focus this effort on a speaker or topic of your interest.

## **Types of Support**

We would like this document to be viewed as an introduction to the [member group] and its vision of a community for local IT professionals. We recognise that support for the [member group] could come in many different forms so the list below is a suggested one. We would very much like the opportunity to discuss potential ideas with you.

### ***Facilities and/or Refreshments***

We would welcome holding an event in your premises or alternatively if you could provide light refreshments at an event in our usual venue, this would be just as helpful.

### ***Time***

The [member group] is happy to receive additional voluntary support for event organisation. This could be focussed on a specific sponsored event or longer term projects, perhaps in line with local education initiatives we are running.

### ***Speakers***

If your organisation has or can put us in contact with compelling speakers who would like to take part in an event we would be interested in organising this with you.

### ***Financial***

The [member group] receives an annual budget from BCS HQ for its operational costs. Each event we hold costs the [member group] between [figure] and [figure]. This includes facility costs, expenses for invited speakers, finger buffet, beverages and other expenses. An event sponsored by your organisation would allow us to hold an additional large scale event and/or with higher profile speakers. You would receive publicity in the form of that mentioned above and could influence the content of the event.

## **Next Steps**

Our ultimate aim is to involve as many IT Professionals in the events and initiatives we run. The involvement of your firm would not just be from a typical sponsorship point of view – most of all we would like to work collaboratively with you and involve your employees in the [member group] activities. It is for this reason that we have not described specific sponsorship packages as we would like to start a dialogue with you through which we can agree how both parties can most effectively work together.

I will contact you in a few days to get your thoughts and feedback on this proposal but if you wish to discuss this in the meantime, please feel free to contact me at the address below.

Thank you for taking time to read this proposal. I hope to hear favourably from you and will be happy to answer any questions.

Kind regards

[Name]

[Role]

On behalf of the [member group] Committee and BCS Membership

Tel:

Email: