



## **Sponsorship Policy**

### **1. OBJECTIVES**

To ensure that any sponsorship support offered by MVV Environment Devonport Ltd (MED) is:

- a) targeted to groups, teams or charities who operate within the postcode areas of the South West Devon Waste Partnership (Plymouth, Torbay and south west Devon),
- b) benefits groups, teams or charities that aim to improve the quality of life or opportunities for the people they serve, and
- c) that the activities of the sponsored groups, teams or charities are related to the business aims of MED.

### **2. SCOPE**

This procedure applies to all requests received with regard to sponsorship by MED.

This procedure applies to all staff involved in handling requests for sponsorship to MED and covers all such requests, whether received in person, by letter, e-mail, telephone, fax or verbally; directly or indirectly via third parties.

### **3. PROCESS**

MED's Managing Directors have delegated to the Community Liaison Manager the responsibility for co-ordinating the award of sponsorship monies throughout the activities of MED. The final decision to which applicants the sponsorship will be provided will be made by the Managing Directors.

The Community Liaison Manager will ensure that all requests are acknowledged and responded to, regardless of whether they are successful or not.

The Community Liaison Manager will record all requests and outcomes for reporting, monitoring and improvement purposes.

#### **3.1 APPLYING FOR SPONSORSHIP**

A variety of channels will be provided to enable applicants to contact MED including, telephone, in person, by letter or fax, via a dedicated e-mail address. A simple application form will be available on request.

Applicants may apply at any time using the application form and guidance notes included in the Appendix. Applications will be acknowledged when received and filed for consideration at the next available opportunity. Sponsorship applications will be formally appraised and decided upon twice a year during the months of May and November for applications received prior to the start of the relevant month.



### **3.2 ALLOWABLE AMOUNTS**

Amounts awarded will vary between applicants, however the maximum amount per request will be £1,000.00. This will be paid as a one-off lump sum, unless otherwise agreed.

### **3.3 FREQUENCY OF PAYMENTS**

As described at 3.1 above, MED will formally consider applications for sponsorship twice a year. Once the formal review process has been undertaken and the parties to be sponsored have been identified, MED will notify with a response form and pay the sponsorship monies to these parties within 14 working days after MED received the response form.

### **3.4 REAPPLYING FOR SPONSORSHIP**

If an applicant is unsuccessful in their application, they will be informed as to why. Unsuccessful applicants may re-apply and subsequent applications will be considered at the next available opportunity and included in the next formal appraisal.

### **3.5 ASSESSMENT CRITERIA**

The criteria for applicants to match their requests against are set out in the Sponsorship Guidance.