



## **Sponsorship Guidance Notes**

As a local employer, we are often asked to sponsor, for example, sports teams, community events and charity activities. We are very keen to become an integral part of the communities we serve however, we are not able to offer financial assistance to everyone who asks for it. For this reason, we have developed our sponsorship policy, which can be viewed on the website and is available on request.

We have developed a simple application form, along with these guidelines, to help with the application process.

### **Completing the application form**

**Name of organisation:** please state the name of your group, team, charity or the individual applying for sponsorship.

**Business/aims of organisation:** please describe briefly what you do by giving us a short presentation of your organisation, there is more space at the end of the form to give details.

**Details of group/association:** we need the address, name of leader of the group/association and association number (if any)

**Contact details:** we need the name of one individual who will deal with the sponsorship application, as well as an address and contact telephone number (plus an e-mail address, if you have one).

**Area of Sponsorship:** please explain here for which area (sport/culture/social/science, others) sponsorship is needed.

**Please tell us about the specific project for which sponsorship is applied for:** please tell us very specifically about the project and what you want to achieve.

**What sponsorship is required? (Eg for kit, materials, costs, etc.):** please be very specific about what you will use the sponsorship money for. Include a breakdown of the separate items if you wish to spend it on more than one thing

**How much is required:** tell us exactly how much you need, including a breakdown of the separate amounts if you wish to spend it on more than one thing (we may be able to provide some of the money you are looking for, even if we cannot offer the full amount).

**Please tell us about your organisation and how it helps your local community and/or relates to MED's business and aims and what kind of consideration you can provide:** this is your chance to tell us about your group, team or charity and why you deserve sponsorship. Please see the criteria below, which we will use when



assessing all sponsorship applications. We do not expect that groups will meet all of the criteria, just be honest and open in your application.

**Please use this space to tell us anything else you would like us to consider in assessing your application:** this is simply an extra space for you to tell us about your project, especially if this information has not been covered elsewhere on the application form.

### **Assessment criteria**

We will consider the following assessment criteria in two steps when looking at all sponsorship requests:

**Step 1:** All of the following four criteria have to be fulfilled to qualify for Step 2 assessment:

1. Application is generally correctly completed (coherent, proper)
2. Sponsorship relates to specific needs or projects (no general sponsorship of an association)
3. The sponsored activity or project is within the South West Devon Waste Partnership postcodes (see <http://www.plymouth.gov.uk/swdwp> )
4. The applicant or project has not received sponsorship in the previous two years

**Step 2:** We will then take compliance with our main focus into account for evaluation of the applications. Our main focus is:

1. Promotion of young people and talents from which the community benefits
2. Organisations which work in cooperative partnerships
3. Innovative and creative projects or activities
4. Contribution of the project or activity to a 'greener' lifestyle
5. Waste management projects or activities including recycling, up-cycling and recovery from waste

This is designed to assist applicants in the application process but MED's decision is final and not subject to any appeal. Unfortunately, we cannot guarantee sponsorship for all applicants or to pay the full amount requested.

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