

Wide Angle Tasmania Sponsorship Policy

Introduction

Wide Angle Tasmania (WAT) is committed to working with other organisations and companies that are aligned with, and support, our organisation's charter to encourage, develop and support emerging screen practitioners in Tasmania.

The purpose of this policy is to establish the framework and guidelines for productive relationships between WAT and the private sector, specifically sponsorship alliances with corporations, individuals and other non-government organisations.

Sponsorship is about developing relationships and partnerships. It is recognised that such alliances can contribute the philanthropic reputation of WAT's potential partners as well as provide marketing and promotional opportunities for them, while at the same time generating additional revenues and resources for WAT and furthering our profile.

Policy

The fundamental principles and processes that shape WAT's relationships with sponsors are:

1. WAT will enter into relationships, partnerships and sponsorships to deliver outcomes, initiatives, programmes, projects, events, research or other activities of mutual benefit. These relationships will be with organisations from relevant sectors that understand and are consistent with our organisation's core values, objectives and policies which are reflected in our Service Charter.
2. WAT will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or social integrity of WAT or adversely impact upon WAT's standing and reputation.
3. Sponsorship of WAT or of any of WAT's initiatives, programs, projects, or events will not entitle any sponsor to influence any decision of the organisation.
4. Corporate partnership must be relevant to membership and key stakeholders and any commitment to a proposal, arrangement or relationship is at the explicit discretion of the General Manager and the Board of Directors. WAT Management and the Board acknowledge that each relationship and agreement must be considered on a case-by-case basis and in accordance with this policy.
5. WAT is committed to communicating openly and transparently about all its corporate and commercial relationships and all activities undertaken with sponsors and corporate partners.

Passed at Board meeting held on May 1, 2014