

Fundraising and Sponsorship Policy

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Fundraising and Sponsorship Policy

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1. Purpose

This policy provides a framework for how the Western Equestrian Society (WES) engages with sponsorship and fundraising. It ensures that sponsorship agreements are transparent, appropriately managed, and in line with WES's values, objectives, and financial controls.

Sponsorship is a vital part of our event funding model. This policy exists to support Council, show organisers, and members in securing sponsors confidently and responsibly.

2. Scope

This policy applies to:

- All sponsorship and fundraising activity carried out on behalf of WES
- National events (e.g. National Championship Show / Camp, Horsemanship Showcase)
- Area-level events and camps using the WES name or branding
- Sponsorships arranged by Officers, Council members, or volunteers

It covers:

- Acceptable sponsorship arrangements
- Approval and sign-off processes
- Use of sponsor logos and benefits
- Conflicts of interest and public messaging

3. Definitions

- **Sponsor:** An external individual, business, or organisation that provides financial or in-kind support in exchange for recognition or benefits
- **Sponsorship Agreement:** A formal or informal arrangement outlining what the sponsor will provide and what WES will offer in return
- **Fundraising:** The solicitation or raising of funds through donations, raffles, merchandise sales, or similar activities

4. Policy Statement

WES welcomes sponsorship and fundraising efforts that align with its aims and values. All such activity must be conducted transparently and must not result in personal benefit to any individual involved in securing or managing the agreement.

Sponsorship arrangements should support member experience, promote equestrian excellence, or contribute to the Society's financial sustainability.

5. Roles and Responsibilities

Role	Responsibility
Treasurer	Maintain visibility of sponsorship income and ensure funds are properly recorded
Show Co-ordinator / Event Leads	Secure and manage event-specific sponsorships; ensure benefits are delivered as agreed
Press / PR Officer	Sign off standard sponsorship materials or branding use
Council	Approve high-value or sensitive sponsorships or any where reputational risk is identified

6. Policy Detail / Procedures

6.1 Acceptable Sponsorships

- Sponsors must be aligned with WES values and legal obligations
- WES will not enter into agreements with organisations involved in activities harmful to animal welfare, discriminatory practices, or reputational risk
- All sponsorships must be declared and recorded (see 6.4)

6.2 Benefits and Recognition

- Sponsors may be publicly thanked, included in show programmes, named on social media, or provided with banners, rosettes, or promotional opportunities as agreed
- Any promotional benefit must be proportionate to the value of the support and not imply endorsement of a product or service by WES

6.3 Sign-Off and Oversight

- Event-level sponsorships up to £250 in value may be agreed informally by the Show Co-ordinator or relevant event lead
- Sponsorships over £250, or those involving the WES brand, national events, or online platforms, must be notified to the Treasurer and Secretary
- Sponsorships over £500 must be formally approved by Council

6.4 Recording and Financial Treatment

- All sponsorship income must be processed via the WES account and not retained personally
- In-kind sponsorships (e.g. product donations, rosettes, prizes) must be declared to the Treasurer for record-keeping and logged in the Gift register.
- Raffle income or similar fundraising proceeds must be logged and declared

6.5 Branding and Use of Logo

- Use of the WES logo in sponsor materials must be approved by the Secretary
- Branded or co-branded materials must be clear, respectful, and aligned with WES tone and values
- Any concerns about reputational conflict should be referred to the Chair and Secretary

6.6 Conflicts of Interest

- Council members or Officers must not personally benefit from any sponsorship secured on behalf of WES
- Any potential personal or professional connection to a sponsor must be declared and recorded
- Where a sponsor is also a member, their involvement must be transparent and fairly managed

7. Related Policies and References

- Financial Controls Policy
- Conflict of Interest Policy
- Data Protection Policy (for sponsor data handling)
- Show Handbook (forthcoming)
- Sponsorship Agreement Template (Templates & Tools folder)
- Gifting and Donations Policy

8. Compliance and Breach Handling

Failure to declare sponsorship income, misrepresentation of agreements, or failure to deliver agreed benefits to sponsors may result in disciplinary action or reputational damage. Suspected breaches should be reported to the Treasurer or Secretary.

9. Review and Version Control

Version	Date	Author	Changes Made
0.1	18/07/2025	DG	Initial policy draft
0.5	08/10/2025	DG	Updated post Chairman's review
1.0	06/11/2025	DG	Published

10. Approval Record

Approved By	Date	Notes
Full Council	06/11/2025	Approved for immediate use