**Policy 10: Sponsorship & Partner Liability**

1. Purpose

To prevent misattribution of responsibility and manage legal risk arising from sponsorship and partnerships.

Objectives

- Establish clear roles, responsibilities, and expectations for sponsors and partners.
- Manage liabilities and allocate risks between the Charity, sponsors and partners.
- Ensure compliance with charity law.
- Manage brand protection.

2. Scope

- Applies to all sponsors, partners and supporting organisations.

3. Definitions

- Sponsor: An organisation providing financial or in-kind support.
- Partner: An organisation supporting delivery or promotion.

4. Legal / Regulatory Context (summary)

- Liability may arise through perceived control or representation.
- Clear contractual boundaries are required.
- Identify commercial participators and use commercial participation agreements where appropriate.

5. Policy Statement

Sponsors and partners are not event organisers and do not hold operational responsibility unless expressly agreed.

6. Minimum Standards & Controls

- Written agreements defining roles and liability boundaries.
- Controlled use of branding and messaging.
- No implication of sponsor operational control.

7. Roles & Responsibilities

- Event Director: Approval of sponsorship arrangements.
- Commercial Lead: Contract review.

8. Decision-Making & Escalation

- Concerns about role confusion escalated promptly.
- Agreements amended where risk identified.

9. Records & Evidence

- Signed agreements.
- Branding approvals.

10. Review

Arrangements reviewed following any dispute or incident.