

Sponsorship Policy

Objectives

1. Local sponsorship is seen as an arrangement between RSRL and its recipients; in which the recipients benefit by additional resources and RSRL benefits from favourable publicity. The scheme demonstrates to the community that RSRL is a caring employer, good neighbour and it expresses a genuine concern for a wide variety of local activities and people in a focused and practical way. In a small way the local community sees a positive benefit from the site restoration programme.
2. Local sponsorship is seen as an effective response to the activities of local critics of RSRL by providing practical help for local people's concerns and visibly supporting them.
3. A longer term aim is to increase the number of local community contacts and to create a positive feeling towards RSRL and NDA among Local Government Authorities, local organisations and the business community.
4. In recognition of the fact that the sponsorship budget is funded from the NDA Stakeholder Support category recognition is given to the site restoration programme and the role of the NDA.

Criteria and Way of Working

1. The area eligible for consideration for local sponsorship support normally encompasses a radius of about 10 miles. Higher priority is given to the local Parishes.
2. Candidates for sponsorship are normally local (not national) charities, schools, playgroups, sports teams, the arts, local churches, the disadvantaged and village societies. Although national charities are usually not considered exceptions are made if they appeal for funds that will directly benefit the local community. Individuals are not normally considered.
3. A general principle for gauging the size of contributions is decided on the basis of 'the closest and youngest receive the most'. For example a playgroup one mile away might be worthy of a £500 donation whereas a sports club 10 miles away might only merit £50.
4. Sponsorship requests which align with the RSRL and NDA's values for safety, security and the environment will be regarded positively.
5. All requests for sponsorship are initially assessed by the RSRL Communications Team who will recommend whether the request should be supported and will suggest a possible level of support to the Closure Manager or Managing Director.
6. The RSRL Communications Team to donate raffle prizes and other small items up to £25 without prior reference to Closure Manager or Managing Director. These are later ratified by the Closure Manager or Managing Director.
7. Files on local sponsorship are maintained by the RSRL Communications Team.