

GOVERNANCE POLICY				
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1. Purpose

To ensure that Auckland War Memorial Museum has guidance for the development of sponsorship and associated advertising with respect to the Auckland Museum’s property and activities.

2. Background

In the absence of policy to guide the management of sponsorship the Museum has in the past pursued ad hoc sponsor relationships, received certain benefits and provided certain benefits.

This policy provides a framework for the Museum to enter into sponsorship relationships in a planned and controlled fashion, and which are consistent with the Museum’s core values and directions as expressed from time to time through its 10 Year Plan.

3. Definitions

Sponsorship Means financial or non-financial support to the Museum, its activities, events, projects and programmes in exchange for agreed benefits. Sponsorship includes, but is not limited to naming rights to facilities, public spaces and other assets, referred to here as “properties”.

Advertising Means any form of advertising rights, and includes but is not limited to signs, banners, print, broadcasting and electronic media.

Property Means the Museum’s assets, programmes, technologies and communication.

4. Policy

4.1 General Policy

The Museum may enter into appropriate sponsorship relationships.

In doing this the Museum will maintain a cautious stance with regard to sponsorship and associated advertising using Museum property. The Trust Board is committed to upholding its heritage and museological values, and it is imperative that sponsorship and advertising activities not compromise the visual amenity of the building, the values of the Museum, or community standards.

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4.2 Key Principles

Subject to the General Policy

- 4.2.1 The Trust Board will maximise revenue or advantage for the Museum from sponsorship.
- 4.2.2 The Trust Board will actively seek competitive options wherever practicable.
- 4.2.3 The Trust Board will avoid negative impacts to the Museum brand, Museum visitors and the Museum's reputation.
- 4.2.4 All negotiations with regard to sponsorship will be coordinated by the Museum's Development office in order to provide consistency across the Museum activities.
- 4.2.5 The Trust Board reserves the right to unconditionally approve or decline any proposal.
- 4.2.6 As a minimum condition, all advertising activities will comply with the New Zealand Advertising Standards Authority Codes and the New Zealand Advertising Standards Authority Code of Ethics.

Notwithstanding the above codes, the following advertising will not be permitted:

- Tobacco or related products
 - Images or words of a pornographic nature
 - Promoting underage or excessive alcoholic drinking or condoning drink driving
 - The commercial sex industry
 - All other advertising which may be offensive, insensitive or inappropriate to the values of the Auckland Museum.
- 4.2.7 All existing contracts and arrangements will be aligned with this Policy at the earliest practicable opportunity.

4.3 Specific Policies

In addition to the above, specific issues arise in respect of different properties. The following policies apply to Facilities and Programmes.

Facilities

Atrium, Learning Centre, Theatre, Events Centre, Conservation Laboratories, Applied Arts Galleries, Members Room, Natural History

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Galleries, Armoury, Children’s Discovery Centres, Museum Library.

The following additional policies apply to the above listed facilities:

- The Trust Board may grant naming rights to individuals or charitable entities for the life of the Museum or the specific facility, but will not grant naming rights to commercial entities for more than ten years, with a right of renewal for a further ten years.
- The Trust Board will generally grant naming rights for a period of five years with one right of renewal for a further five years.
- Museum facilities already named after prominent citizens will not be considered for the granting of naming rights unless some suitable alternative space is found and agreed with the descendants or representatives of that particular family/individual/organisation.
- The Trust Board must approve all new facility names generated pursuant to the granting of naming rights.
- The Trust Board reserves the right to cover internal signs for short period of time if it deems there to be a conflict with either the hirers of or their sponsors for the particular facility.

Programmes

The following additional policies apply to Programme sponsorship

- The Terms and Conditions on which rights to programmes are offered for sponsorship will be established on a case-by-case basis by the Director.
- Trust Board approval is required for new programme names generated pursuant to the granting of naming rights.

5. ACCOUNTABILITY

- For ensuring adherence to the Policy – Museum Director
- Policy Management – Development Manager
- Review and Monitoring – Trust Board.

6. REVIEW

The Trust Board will review this policy periodically.