



## EACPT POLICIES & PROCEDURES ON SPONSORSHIP FOR EACPT ACTIVITIES

### (EXCLUDING CONFERENCE AND SUMMER SCHOOL)

#### 1. PURPOSE

- **PROCEDURES:** To provide procedures to be followed by EACPT and the fundraising office when entering into sponsorship arrangements.
- **SPONSORSHIP:** EACPT may enter into mutually beneficial agreements with medical and pharmacology oriented corporations, foundations and individuals who wish to support the mission of EACPT by sponsoring activities entirely or in part. Such donors are referred to hereafter as 'sponsors'.
- **BENEFITS:** The benefits, financial or otherwise, of all sponsorship must be channeled directly to the EACPT, via the appointed fundraising office.

#### 2. DEFINITION

- **WHAT:** Sponsorship is the negotiated provision of funds, goods or services for EACPT activities in exchange for sponsor visibility and recognition. Such sponsorship may take the form of financial, in-kind contributions or services.
- **WHO:** EACPT may enter into such sponsorship agreements with a single or several sponsoring entities.
- **HOW:** All sponsorship is defined by an Agreement. A sponsorship agreement is a written document outlining the negotiated and agreed terms for a sponsorship.
- **ROLES:** The EACPT fundraising office for non-congress and workshop activities such as the website is Kenes Associations Worldwide (KAW). EACPT volunteers work collaboratively with KAW to identify and solicit sponsorship funds.

#### 3. CRITERIA

In order to safeguard EACPT's integrity and status as an independent organization, the following sponsorship criteria apply:

- **RESTRICTED FUNDS:** For sponsorship restricted to a specific project, the sponsorship must be consistent with EACPT's strategic plan and agreed activities and should be described in a project proposal. Those responsible for the project should provide milestones and an end of project report which can be shared with the sponsor in a timely manner.
- **UNRESTRICTED FUNDS:** For corporate sponsorship which is not restricted to a project but contributes to the overall effort of EACPT, there should be an annual plan of activities and an annual activity report which can be shared with the sponsor.
- **LIMITATIONS:** Although sponsorship agreements may provide exposure of the sponsor's corporate logo or name, the written agreement must not endorse or recommend any product or service of the sponsor.
- No product or associated weblink should be, or appear to be, endorsed by EACPT.

#### 4. BENEFITS TO SPONSORS

- **UNIQUE SOCIETY:** EACPT has over 25 national society members across Europe representing 4,000 professionals and works with hundreds of clinical pharmacology and therapeutics volunteer experts and health professionals throughout Europe. To meet its challenges, EACPT needs to expand its services and develop its role as a representative body within Europe.
- **ATTRACTIVE BENEFITS:** Sponsorship of EACPT activities offers a unique opportunity to sponsors to access this unique European network; to help train professionals and be associated with EACPT initiatives, to raise awareness of key issues by policy decision-makers in Europe. Acknowledgement of sponsorship will be

visible on the EACPT website, in newsletters, reports and publications, and through formal recognition at sponsored events.

- **MEDIA COVERAGE:** A mutually agreed press release detailing the sponsorship can be drafted by the fundraising office (KAW) and released to EACPT members with prior approval from EACPT President and the sponsor. The sponsor will also be allowed to issue a press release with prior approval of EACPT President.

## 5. NEGOTIATIONS, MONITORING AND REPORTING

*EACPT leaders are required to:*

- **OPEN DOORS:** Provide contacts and assist the fundraising office with sponsorship negotiations if required.
- **HELP NEGOTIATE:** Work alongside the fundraising office to help negotiate sponsorship.
- **MONITOR ADHERENCE:** This policy for all sponsorship of EACPT activities.
- **ACCOUNTABILITY:** Ensure that funds are spent for the purpose they were raised.
- **REPORTING:** Ensuring that sponsors receive timely reports highlighting achievements and what was done with their money.
- **EVALUATION:** ensure that projects, particularly those funded by sponsors, are properly evaluated on a regular basis and that these evaluations are shared with the fundraising office for inclusion in sponsor reports.

*The fundraising office:*

- Will also be entitled to contact and negotiate directly with each sponsor within the framework of agreed activities.
- Will ensure that a formal agreement exists with each sponsor signed by the EACPT President.
- Will be entitled to a fee according to the agreements in place between EACPT and KAW.
- Should any of the funds raised require project management, KAW will provide EACPT a quote for this service.

## 6. FINANCIAL ACCOUNTABILITY

- **AGREEMENTS:** All sponsorship agreements require the counter signatures of the EACPT President and Treasurer.
- **PLAN AND BUDGET:** The plan and budget submitted to Council will reflect all sponsorship income.
- **FUNDS:** All funds raised will go to the EACPT bank account unless otherwise agreed by the President. EACPT will be invoiced by KAW for its fundraising fees according to the current agreement. Additional services, such as website development, will be invoiced according to an agreed proposal for services.
- Additional costs incurred by the fundraising office in relation to EACPT fundraising such as the production of marketing materials, any travel done on behalf of EACPT etc, will be subject to prior approval by EACPT and charged at cost.

## 7. ACKNOWLEDGEMENT

- **BASICS:** EACPT and the fundraising office makes sure that agreements with sponsors are respected ; that sponsors are widely acknowledged; that they receive reports showing what was achieved with their money, that they be encouraged to meet with the EACPT leadership to share ideas.
- **VISIBILITY:** Every effort will be made to increase visibility for instance by increasing website hits etc. The extent of a sponsor's visibility should reflect the level of sponsorship support.
- **LOGOS:** All sponsored projects should include the EACPT logo as well as sponsor's logos.