



Corporate and Community Partnership Policy

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Corporate and Community Partnership Policy

Definitions

a) Board	The governing Board of Directors of the Federation.
b) Committee	A group of people appointed by the Board to carry out a specific function, Chaired by a Director of the Board.
c) Contract	The written Partnership agreement between the Federation and the Party.
d) Executive	The CEO, Deputy CEO and nominated members of Staff.
e) Federation	Parkour Earth, the international federation for Parkour/Freerunning/Art du Déplacement.
f) Initiative	The event, programme, or project that forms the basis of a Partnership.
g) Partnership	Any arrangement between the Federation and a Party to jointly achieve a shared goal.
h) Party	The Party (business, organisation, or individual – private, public, or charitable) entering a Contract with the Federation.
i) Policy	This, the Corporate and Community Partnership Policy.
j) Sponsorship	A Partnership between the Federation and a Party in exchange for money, goods or services that supports the activities of the Federation.
k) Staff	Paid or volunteer employees of the Federation.

Corporate and Community Partnership Policy

Introduction and Scope

To reach our strategic goals, the Federation must regularly consider a range of working relationships and resourcing options.

The Federation welcomes offers of innovative Partnerships that includes financial or in-kind support for its activities. This policy outlines the criteria to be considered when entering a Partnership.

The scope of Partnership arrangements is broad. Partnerships may comprise: Supporting community events; Corporate conferences and workshops; Promotion of products or services; Participating in networking events; Facilitating supply of information and advice to organisations. This includes sponsorships, which may comprise the acceptance of funding or resources to support activities, such as, but not limited to: Events; Programmes; Research; Professional development and Promotions.

Purpose

The purpose of the Policy is to:

1. To ensure the Federation's vision, mission, and values are reflected in its business dealings.
2. Present legal, ethical, and practical issues to be considered when establishing Partnerships.
3. Ensure that decisions about Parties the Federation becomes involved with are well documented and that the Policy is adhered to when approaching or being approached by potential Parties.
4. Provide the Board and Executive with a guide to safeguard against inappropriate commercial interests becoming associated with the Federation.
5. Establish a sound process that facilitates appropriate decisions over whether to enter into a Contract, and when the Federation should withdraw from such relationships.

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Conditions of Partnership

The following principles apply to all Partnerships:

1. The Party must be from reputable organisations whose public image, products, and services are consistent with the Federation's vision, mission, and values.
2. A Partnership Contract will not impose conditions that would limit, or appear to limit, the Federation's ability to conduct its functions fully and independently.
3. The Party must be able to demonstrate support for and understanding of the objectives of the Federation.
4. There will be no conflict between the objectives of the Federation and those of the Party.
5. Sponsorship will not involve explicit endorsement of the sponsor or its products without Board approval, as outlined in the Benefits and Recognition section below.
6. Where Sponsorship involves the supply of a product, the Federation will measure that product against objective criteria to determine the value of the Sponsorship.
7. The Federation recognises that it may enter Partnerships with organisations which are the subject of actions by the Federation during the life of the Partnership. The Federation may accept Sponsorship from those organisations where such Sponsorship will not affect, nor be reasonably perceived to affect, the independence and impartiality of the Federation.
8. Neither the Board nor Staff of the Federation nor the Party will accrue personal benefit from the Partnership Contract.
9. The Board, The Executive, and/or an appropriate Committee Chair have the authority to seek and negotiate corporate Partnership Contracts but cannot confirm a Contract on their own. All negotiations will be on a non-binding/subject to signed Contract basis. These negotiations must be in line with the Management Process and Terms below.
10. The Partnership Contract must be consistent with Federation policies, including the Strategic Plan and Communications strategy.
11. A summary of all Partnership Contracts will be made public in line with the Federation's efforts toward transparency. This will include a summary of terms and fees paid.
12. A database of Partnerships must be maintained by the Executive.
13. Breach of this Policy by the Federation or the Party may lead to a termination of the Contract.
14. The Federation reserves the right not to accept any proposals, and in particular any that are, or may be perceived to:

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- a. conflict with operating intentions set out in the Federations Memorandum and Articles of Association.
- b. diminish the Federations public standing or actual, or perceived, independence.

Corporate and Community Partnership Management Process

The Federation Board is ultimately accountable for the Policy and for approval of individual Partnership Contracts. However, successful Partnerships are based on relationships. A Partnership Committee will be formed to allow Board oversight while expediting the Partnership process.

The Partnership Committee shall be free to solicit, negotiate and accept certain Partnerships without delay of taking decisions to the Board. The decision process is therefore divided into two types:

1. Partnerships limited to a single event or Initiative (E.g., support for the AGM) totalling no more than £1,000 and in full compliance with the Policy. The decision is delegated to the Partnership Committee. The Board must be notified as soon as is reasonably possible of any Partnership and no later than the next Board meeting.
2. Partnerships of any size involving exclusivity, a length of three years or more, an amount exceeding £1,000 or any doubt about compliance with the Policy. The Board, using its normal decision process, makes the decision, and its decision is final. Partnerships shall be recommended to the Board by the Partnership Committee.

Ethical considerations of Partnership Contracts

Parkour Earth will actively seek out Partnership opportunities with organisations who demonstrate clear commitments towards, but not limited to:

- Health and wellness
- Community and connection
- Sustainability
- Promoting diversity and equality

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Conversely, it is unfair to the Federation's Staff and agents, and to the potential Party to put time into an arrangement which has no hope of acceptance. The Federation will not continue Partnership discussions with any organisation if that organisation, its parent, or subsidiaries is found to be engaged in illegal or immoral behaviour such as: Criminal activity; Sourcing from slave or child labour; Resource extraction or the production of munitions and weaponry.

Further, the Federation aims to only form Partnerships with Parties that meet its high ethical standards. The Board will expect potential parties to positively contribute towards society, not simply refrain from unethical and illegal practices.

Significant media coverage (preferably from several sources) noting ethically problematic activities is sufficient for rejection if the Federation representative deems it credible enough to the parkour community that the Federation's image will be hurt by association.

Research on behalf of the Federation, particularly in choosing which organisations to proactively approach, will concentrate on the above areas unless the theme of the Initiative makes another focus more relevant. For smaller Partnerships, such as those linked to a single event, it is not reasonable to know an organisation's values or its record on every possible ethical filter. However, the Party shall be asked about likely issues and their response documented.

All Parties will be asked to fill in a Due Diligence form. A potential Partnership may be rejected if their representative refuses to answer a relevant question. Not every question need be asked of every Party. The Federation representative shall preface any questions by noting that the Federation, as an International Federation, must withstand extra scrutiny. If a Party representative is later found to have misled the Federation, the Federation will have the right to cancel the Partnership Contract.

Partnerships shall be reviewed with more rigor and detail where the risks to the Federation's credibility and integrity are higher, i.e. multi-year Contracts. In such circumstances, information obtained solely from the potential Party is not sufficient. Public information must also be collected, E.g. Corporate Social Responsibility Reports or inclusion in Ethical Investment Portfolios. If no such public information is readily available, research is required. Partnership questions will be raised with the Board if Staff or Committee Chair wishes to draw on a wider knowledge and perspective available from Board members.

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Terms

Scope of Partnership Contracts

Operational or Initiative: An operational Partnership is where the work of the Federation is directly supported rather than for a specific Initiative. An Initiative is an event, programme or project that is either run by the Federation or in partnership between the Party and the Federation.

Timing: Partnerships may be negotiated for a specified period. Relationships that are anticipated to exceed three years require a review at least every three years. Event sponsorship may be for one event or a related series of events.

Number and Size: For small events and specific aspects of the Federation's operations, having only one or two Partners makes it easier for each Party to receive sufficient recognition. Several Partners are preferred for larger Initiatives, unless the Partnership is sufficiently significant to discuss branding the Initiative with a corporate or product name. The total amount eligible for Sponsorship shall be based on the full cost of the item including all related overhead. All cash Sponsorships include a charge of 10% to be applied to operational costs.

Benefits and Recognition

All operational Partners shall be recognized in ongoing ways such as the website, social media, and member communications. Recognition is limited to display of the Party's name and logo, a few words of description and a link to their website. Additional recognition such as the use of product names, banners, advertisements, or special promotions shall involve the provision of additional resources to the Federation. The Staff shall develop a schedule of fees for such promotion. This schedule of fees shall require Board approval in instances where the fee from any one Party exceeds £5,000.

Initiative Partners shall be recognized only in connection with the Initiative, which may include any advance publicity, Federation announcements, event signage, oral thanks, etc. Events accepting more than one sponsor may assign recognition levels depending on amount or amount range. This may be done by linking Partners directly to a portion of the event, e.g. the reception or by identifying levels e.g. platinum, gold, silver, and bronze. The Federation shall provide information on such recognition levels to organisers to avoid unintentional inconsistencies. The Federation may establish common names and ranges for Sponsorship levels with generic benefits applicable to each level of an Initiative Partnership.

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Programmes and Events may be named after Parties providing 60% or more of the Federation's total related costs including overhead and share of operational costs. Such naming shall always be time-limited and require advance Board approval.

In no circumstance will the Federation become involved in a situation that requires it to explicitly endorse a Parties product without Board approval. A Partnership Contract may involve:

- The mentioning of the Party or the Parties product as being the Sponsor of the event.
- Giving the Party a platform to sell its products or services.

However, the Federation will not agree to recommend to their audience a Parties product or service as part of a standard Contract. Nor will the Federation engage in direct selling of the Parties products or services on behalf of the Party. The Federation recognises that members and the general public will assume the Federation has researched its sponsors and decided that the Party and its products align with the Federation's standards.

Parties wishing to promote their support of the Federation may use the name and logo of the Federation. Parties must use the logo provided by the Federation and specific content and wording used must be agreed in advance with the Federation. In the absence of a signed Contract, Parties may not use the Federation name or logo in any public material. Any unauthorised use makes the existing Partnership Contract void and disqualifies the organisation from further Federation Partnerships until and unless the Board determines that eligibility has been restored.

The Federation will not grant exclusivity extending beyond a single Initiative without a full examination of the benefits to the Federation. Companies requesting exclusivity must:

- Be funding a minimum of 75% of the total related costs (including the 10% operational fee).
- Be approved by the Board.

Contract

All Partnership Contracts over £1000, and/or over three years, or that include naming rights shall be confirmed in writing by the Chair of the Federation and co-signed by the Party representative. For Partnerships that do not meet this threshold, the Contract will be signed by the Federation Executive or the Committee chair.

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Staff or the Committee chair shall draft a Contract consistent with the size and the scope of the Partnership. In most cases, a short letter with sign-back will be sufficient. The Contract shall be directly with the Party, not any agent or broker.

All contracts shall include a clarification of the planned use of the support, minimum recognition the Party shall receive, the need to have any use of each other's logos approved in advance, and the statement that the Federation does not explicitly endorse Party products or services. The Federation will develop a template contract for short and long-term Partnerships.

In addition to the items stated above, the Contract shall clarify relevant aspects of:

- When the Party will provide payment or make promised in-kind goods or services available.
- Who the main contact(s) will be for each Party.
- Any interim or final reporting agreed upon, how the Contract shall be monitored and when reviewed.
- When the Contract terminates, and how early termination is affected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled (e.g. what happens if the Initiative is cancelled).

Confidentiality

It could damage the Federation's reputation if discussions with an inappropriate Party became public knowledge. Any discussions prior to the Contract being signed must be kept confidential. The terms of the Contract will remain confidential, subject to what the Policy allows the Federation to share under clause 12 of the Conditions of Partnership.

Once the Contract has been signed or discussions have been completed, then the Federation and the Parties are able to confirm discussions took place and the outcome.

However, to reduce liability and maintain relationships, the content of all discussions, regardless of success or rejections shall be kept confidential. The information will normally be known only to the Staff or the Committee chair, and the Board if it was involved.

Corporate and Community Partnership Decision Guide

This guide shall be used to assess the benefits and risks of entering a Contract.

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While each potential Partnership will be considered on its merits, and judgement and discretion will characterise the decision making, the following questions will always be raised:

- Would this association be a good fit with the Federation’s image?
- Does the Partnership conflict with the Federation’s values?
- Does the Partnership suit the Federation’s overall strategy?
- Will this Partnership help us realise the Federation’s objectives?
- Do the Contract terms sufficiently protect the Federation?

Benefits

Question	Answer: Consider
What are the anticipated benefits of the arrangement to the Federation?	<ul style="list-style-type: none"> • Increased resources (financial or other) • Increased public profile • Increased reach to target client groups • Amplification of message • Leveraging additional resources toward the promotion of parkour generally • Generation of additional resources • Improved knowledge of Federation client groups • Can any/all benefits be costed?
What are the anticipated benefits of the arrangement to the Party?	<ul style="list-style-type: none"> • Branding • Promotional opportunities • Development of increased understanding of parkour topics • Other – check to see whether appropriate

Risks

What is the Risk: (consider)	What is its likelihood: (consider)	Strategies to manage risk:
Damage to Federation reputation should Party breach or appear to breach any Contracts.	History and current practice of organisation, Whether the Party objectives and mission consistent with the aims presented in the Federation strategic plan	Arrangement will be suspended if a breach occurs Openness in contractual arrangements

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Damage to independence & perception of independence	History and current practice of organisation, Whether the Party objectives and mission consistent with the aims presented in the Federation strategic plan	This Policy. Openness in managing Partnerships Judicious choice of Partners
That the resource costs to the Federation will be outweighed by the resource benefits	Must be considered when Party is providing product rather than cash sponsorship.	Full costing of anticipated resource costs and benefits Clear statement of commitment of Party in Contract
The Federation may be perceived as endorsing the Partner/Sponsor's products	Unlikely if managed correctly, however a natural result of the nature of Partnerships.	Clear statement in Contract as to endorsements Federation position on not endorsing products understood internally and promoted externally.
A perception of personal benefit to Federation or Party employees	This is a common accusation in other International Federations.	Clear statement prohibiting personal benefit. Partnerships always have committee element to monitor for personal benefit.
Damage to relationships with other stakeholders by being seen to "play favourites"	This is a common accusation in other International Federations.	Make the Federation's interest in, and criteria for Partnerships widely known amongst stakeholders, and where possible, provide broad opportunity for participation (possibly advertise)
Dispute over intellectual property generated	As the federation grows, it can be assumed that IP theft will be a regular occurrence.	Contractual arrangements set out intellectual property ownership provisions. The Federations standard policy should be to empower the parkour community and protect their IP.

Summary

- All Partnerships should be in line with the Federation's Vision, Mission and Values.
- Partnerships will not explicitly endorse products or services of a Party without Board approval.
- A Partnership Committee will exist for smaller Partnerships.
- Partnerships under £1,000 may be agreed by the Committee.
- Partnerships over £1,000, involving multiple Events or over three years must be agreed by the Board.

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- An Event or Initiative may be named after a Party if the Party pays 60% or more of operational costs and it is agreed by the Board.
- An Event or Initiative may be exclusively sponsored by a Party if the Party pays 75% or more of operational costs and it is agreed by the Board.
- All Cash sponsorships are subject to a 10% administrative cost.
- All negotiations are non-binding until the Contract is agreed. Standard templates will be developed by the Federation.

