



## **ISRRRA POLICY ON SPONSORSHIP OF ISRRRA ACTIVITIES (EXCLUDING ANNUAL MEETINGS)**

### **1. Purpose**

- ISRRRA may enter into mutually beneficial agreements with sponsors including health-oriented corporate sponsors, foundations and individuals who wish to support the mission and activities of ISRRRA.
- Sponsorship of activities may be in their entirety or in part, such sponsors are referred to as Project Sponsors.
- Sponsorship and support for the broader ISRRRA collaborative functions are also welcome, such sponsors are referred to as Alliance Sponsors.
- The purpose of this policy is to have an agreed approach to sponsorship.

### **2. Definition**

- Sponsorship is the negotiated provision of funds, goods or services for ISRRRA activities or projects in exchange for sponsor(s) visibility and recognition or similar.
- Such sponsorship may take the form of financial, in-kind contributions or services.
- ISRRRA may enter into such sponsorship agreements with a single or several sponsoring entities as appropriate with preference for multiple sponsors.

### **3. Criteria for Sponsorship**

- The sponsored project or activity must be aligned with the ISRRRA mission and strategy and must benefit ISRRRA as an Alliance, contributing positively to its global stroke recovery leadership role.

### **4. The project or scope must**

- Be relevant to the ISRRRA mission and adaptable to meet the needs of professionals and people living with stroke in different countries, especially those in low- and middle-income countries.
- Projects or activities should be based on ISRRRA's assessment of need.
- Projects or activities will be periodically evaluated by the relevant ISRRRA Executive committee
- ISRRRA will carry out due diligence with regards to potential donors or sponsors and will provide information and a report to the ISRRRA Executive regarding background and appropriateness of an organization.
- All financial decisions on donors or sponsors remains with the ISRRRA Executive.



- Projects or activities should be managed by the ISRRRA secretariat under the guidance of the relevant expert committee to ensure that sponsor requirements are met.
- The administrative work engendered by the project must be proportional to the funds received which will be agreed by the ISRRRA Executive.

### **5. Terms of sponsorship**

- Sponsorship must not entail tacit or explicit endorsement to any sponsor product or service, nor will it be linked to any associated web link to any sponsor website. This will be made clear in all acknowledgments of sponsors.
- ISRRRA cannot promote products or companies.
- Sponsorship cannot be accepted from any business whose activities may undermine the health of the people ISRRRA aims to benefit (people with stroke and their families), such as alcohol, tobacco companies.  
Project Sponsors cannot decide on speakers or content at ISRRRA workshops or events.
- Sponsorship will be provided as a 'restricted' grant: where donations are available for a particular purpose or project, OR as an 'unrestricted' grant: where donations are available for ISRRRA to use towards any purpose for the achievement of the stated aims as agreed with the sponsor.
- Sponsors level of support will be acknowledged as Platinum (~100K p.a), Gold (~75Kp.a), Silver (~50Kp.a) or Bronze (~15-50Kp.a) and/or can be specifically tied to a project or activity. Smaller amounts of sponsorship are welcome and will be listed under sponsors in that financial year. Amounts of sponsorship will not be displayed on the website.

### **6. Sponsor benefits**

- The sponsor can be acknowledged on the ISRRRA website (once active), newsletter or other collateral material in relation to the sponsored activity, with no direct link to any sponsor product or service.
- Other opportunities for recognition, depending on the extent of sponsorship or the nature of the project. This can be negotiated at the set-up stage.
- When long-term, multi-year sponsorship is established, for example, for flagship projects, fellowships etc, the name of the project sponsor can be included. This will be re-evaluated periodically.



## **7. Budget and financial control**

- Any project or activity sponsorship agreement must include a mutually agreed detailed annual budget determining the amount committed by the sponsor and based on the agreed short, medium and long term needs of the project.
- ISRRRA Executive will monitor and account for all expenditures.
- Depending on the nature of the project, periodic reports and financial reports will be provided on request.

## **8. ISRRRA Executive, Industry and other ISRRRA Committees**

- Are expected to open doors and assist with sponsorship negotiations if required.
- Maintain a clear and transparent record of all communications with respect to any negotiations and retain these centrally for the purpose of audit and reporting.

### **All ISRRRA Executive and Committee members are required to:**

- Disclose to the Executive, any perceived or real conflicts of interest in relation to sponsors or donors at all times. This will be reviewed at least annually and prior to entering into an agreement.

## **9. Risk management**

- For long term projects, interim project reports should be prepared by the relevant expert committee for review and discussion by the ISRRRA Executive.
- If a project is deemed to be unsuccessful, remedial action should be proposed or an exit strategy should be discussed and agreed with the project sponsor.
- Termination of the relationship with the sponsor can happen prior to the end of the project, if relevant, appropriate and decided by the ISRRRA Executive. This exit, termination clause should be integrated into all contracts with sponsors.