



Sponsorship and Brand Policy

Background

This policy covers areas where the Society seeks sponsorship or is asked to sponsor, and matters relating to the representation of NZSA. Specifically, it includes:

- Sponsorship of the NZSA conference
- Requests for NZSA to either sponsor or endorse or circulate notice of external events
- Soft sponsorship such as use of rooms
- Speakers at NZSA events
- Logos on presentations at NZSA events
- Use of company emails and templates for NZSA purposes
- Use of corporate business cards when representing NZSA
- The Society's brand and identity.

Sponsorship of NZSA Conference and other events

Sponsorship of the NZSA Conference and other events is highly desirable to keep costs down for members to attend. Sponsorship may be attached to a certain aspect of the conference or event, eg a meal nametags or a speaker. Sponsors are afforded the opportunity to provide company literature for the conference website, app or satchels as applicable.

Important considerations are:

- Ensuring competing firms are offered the opportunity to sponsor.
- Ensuring sponsors are of high repute and relevant to the profession.

Conference sponsorship is approved by the Conference Committee. Event sponsorship is approved by the Events Committee. The advice of Council may be sought if the Conference Committee is undecided.

Requests for NZSA to sponsor, endorse or circulate notice of external events

Requests for NZSA to sponsor/endorse/circulate notice of external events will be considered based on:

- Their relevance to the profession and the benefit obtained by members attending
- The repute of the organising entity
- Other advantages, such as a discount being available to NZSA members.

Acceptance of a request to sponsor or endorse an event must be made by Council.

Acceptance of a request to circulate notice of an external event may be made by the President or his/her delegate.

Soft sponsorship such as use of rooms

The NZSA is reliant on the use of members' employers' function rooms to keep costs down. These rooms should be easy for members to access when attending events (eg avoid special security or restricted public access).



It is appropriate for the MC of the event to briefly acknowledge the use of the rooms provided for free, and the host organisation may include have promotional material in the room (eg banners).

It is acceptable for the host to sponsor drinks and food at such events, although not expected.

Committees making use of such facilities should ensure any company which is willing to offer rooms is given the chance to provide them, ie hosting is shared around amongst those willing to host. The Convenor of the Events Committee is responsible for the application of this policy and should ensure the list of potential hosts is refreshed from time to time.

Speakers at NZSA events

Members organising speakers should ensure a range of companies are given the opportunity to provide speakers, particularly where those speakers are from firms which compete with companies which employ members.

NZSA events are generally intended to be for the good of the profession and not as marketing events for the presenters. It is not inappropriate for speakers to have their logo on their presentation, to mention their organisation and the nature and the volume of the work they undertake, but they should not represent themselves as better or more qualified than other organisations, particularly where their organisation is a competitor of firms employing members.

Members organising the events should be mindful of this and (to the extent feasible) ensure speakers act in this manner. It may be sensible to alert speakers to this prior to the event.

Logos on presentations at NZSA events

Where presenting on one's own behalf, it is acceptable to have a discrete corporate logo on a presentation and/or use a corporate template.

Where presenting on behalf on an NZSA committee or interest group, an NZSA template or a generic template should be used.

Responsibility for the application of this policy rest with the Convenor of the group organising the event, and the Secretariat, which provides NZSA templates.

It is understood that it is much more convenient for members to only use one email address. To the extent it is practical members should avoid using a corporate signature on their emails when acting on behalf of the NZSA to external parties, particularly when it is important that the Society is seen as an independent body.

NZSA email signatures and addresses can be provided where appropriate. It may be sensible to ask the Secretariat to send important messages on behalf of the Society.

No report to Council or to members should include corporate signatures or logos. Where necessary, these will be removed by the Secretariat.

Responsibility for compliance with this policy rests with each member of Council and Convenor who deals with external parties on behalf of the Society, and with the Secretariat for providing email addresses and signatures.



Use of corporate business cards when representing NZSA

To the extent it is practical members should avoid using corporate business cards when representing NZSA to external parties. NZSA business cards are available through the Secretariat. In particular, these may be used by:

- President
- Vice President
- Convenors of GIPC, LIPC and interest groups dealing with external parties, including the Conference Committee.

Responsibility for compliance with this policy rests with each member of Council and Convenor who deals with external parties on behalf of the Society, and with the Secretariat for providing business cards to representatives.

Brand

The Society's letterhead uses Gill sans and Pantone colours 117 (Gold) and 295 (Blue). The RGB equivalents are 198/160/12 (Gold) and 0/56/107. Society documents should use these colours and Gill Sans for headings, and Calibri for text.

The Society's logo has two formats, with or without an extended gold line. If the extended gold line is used, it should be the full width of the text on the page (eg documents) or of the page (eg slides). The Society's logo and masthead should generally be used only on a plain white background. The name of the Society alone may be used on a block of blue or gold.

Responsibility for compliance with this policy rests with the Communications Committee and the Secretariat.

This policy was approved by Council on 15 June 2021.

Ross Simmonds

President

Mat Jensen

Secretary