



ICELANDIC HORSE SOCIETY OF GREAT BRITAIN



IHSGB Ethical Sponsorship Policy

Date: June 2023

1. INFORMATION

Name of Organisation: IHSGB Ltd
Address of Organisation: c/o Midfield Farm, Gaisgill, Cumbria. CA10 3UH
Website and email: office@ihsgb.co.uk, <https://ihsgb.co.uk/>
Contact for sponsorship issues: Martine Bye-Duke: leisure@ihsgb.co.uk
Aims of Charity:

The Society's objects ("Objects") are specifically restricted to the following:

- (1) To educate the public about the Icelandic horse and its origins, preservation and standards in accordance with the standards of FEIF (The Federation of Icelandic Horse Associations).
- (2) To improve general standards in the management, use and treatment of horses with particular reference to the special features of the Icelandic horse by the education of breeders, importers, owners, judges, veterinarians, trainers and members of the public.

2. COMMITMENT TO ADDRESS ETHICAL ISSUES

We actively seek opportunities to work together with external organisations to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of the IHSGB into disrepute.

The IHSGB therefore seeks, so far as is practical and within the constraints of UK law;

- initiatives that do not compromise the independent status of IHSGB.
- to ensure that the activities of organisations we work with are consistent with our organisational values.

The name of the IHSGB is not used in a manner that would express or imply IHSGB endorsement of the company/organisation or its policies.

This policy has been devised to ensure clarity and openness to all our stakeholders. 'Sponsorship' means payment by a private sector organisation – or individual –, in return for public association with an activity, project, event or asset. This could be in cash or in kind.

3. AREAS OF POTENTIAL CONCERN & AVOIDANCE

The IHSGB will not accept support from companies or individuals that could compromise who we are and what we do - or undermine our effectiveness in achieving our goals.

The Board of Trustees will review and approve (or decline) any suggested Sponsor.

4. CAUSE-RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

The IHSGB does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.

IHSGB will not promote any products unless published research has shown direct benefit to our beneficiaries

Only the IHSGB will have direct access to our databases.

5. PROCESS

The IHSGB will normally accept up to 5% sponsorship from one corporate partner per annum and no more than 20 per cent of total income per annum from commercial organisations, so as not to compromise our integrity. More generous offers of sponsorship will be reviewed by the Board of Trustees.

The IHSGB will raise an invoice for each Sponsorship. Sponsors may contribute to named costs or to the IHSGBs general fund. However any 'underspend' on the sponsorship monies for a named cost will be added to a general account to support the aims and objectives of The Society.

6. TRANSPARENCY

A full list of corporate sponsors giving over £1,000 will be maintained on our website. The IHSGB will communicate its commitment to this policy to the organisation's stakeholders. A copy of this policy will be displayed on our website within 3 months of its adoption.

Version FINAL as at 05/06/2023

Author: DJE for Board of Trustees

Adopted: 05/06/2023

Review date: 5 years from date of adoption or on advent of new Chair