

# **ESA Sponsorship Guidelines**

## **1.0 Sponsorship Ethics**

ESA has no prescriptive policy on sources of sponsorship or sponsorship ethics and the decision around this is left to the discretion of those seeking to gain funding eg Board member, working group or LOC.

We do recognise, however, that there will always be potential conflict around sponsorship from particular sectors eg mining, forestry etc, and that opinion is divided within the membership on both sides of the fence, making these decisions sometimes difficult.

We have therefore provided these broad guidelines to provide a basic framework in which to have that conversation and would advise that consideration should be given to the broad principles around environmental and social responsibilities held by the majority of our members.

## **2.0 Scope of Sponsorship relationship**

In accepting sponsorship, the following principles should be clearly established within any funding agreement:

- The relationship with the Sponsor and the Society is restricted to the direct purposes of the event or programme being sponsored eg Conference, award program, and does not extend to other areas of the Sponsors activity or operations
- A sponsorship agreement associated with a specific event or program can not be interpreted as endorsement of the Sponsor's broader products or services
- ESA name or logo cannot be used to endorse or promote any products without explicit agreement from the ESA Board or appropriately delegated persons
- Use of the ESA name and logo is available for the period of the sponsorship agreement only and should be removed from any

promotional material or website at the conclusion of the event or agreement

- Use of the logo should be in accordance with the approved Sponsorship guidelines available on the ESA website.