

NENC & YH Commercial Procurement SDN Conference - May

2025 SPONSORSHIP POLICY

1. Definition

1.1 For the purposes of this policy sponsorship is defined as:

"An agreement between the North East North Cumbria Commercial Procurement Skills Development Network (PSDN) and the sponsor, where PSDN receives either money or a benefit in kind for an event from an organisation or individual which in turn gains publicity or other benefits."

2. Objectives

- 2.1 To ensure PSDN maximises opportunities to obtain sponsorship for appropriate events whilst also offering sponsors attractive packages, offering value for money for both parties.
- 2.2 To ensure the position and reputation of PSDN is adequately protected in sponsorship agreements.
- 2.3 To ensure that PSDN adopts a consistent and professional approach towards sponsorship.
- 2.4 To ensure best value is obtained and provided in sponsorship arrangements.

3. General Principles

- 3.1 PSDN will endeavour, where possible and appropriate, to work in partnership with local and national organisations to identify opportunities for sponsorship that will be of mutual benefit.
- 3.2 Sponsorship agreements must not be regarded as a means of gaining favourable terms.
- 3.3 PSDN will not endorse any organisation, product or service and as such will not guarantee exclusivity.
- 3.4 The acceptance of sponsorship activity will never compromise the level of service provided to delegates.

4. Procedures

- 4.1 All sponsors/exhibitors will be provided with this policy prior to committing to sponsored activity.
- 4.2 All sponsors/exhibitors should complete the necessary Sponsorship Booking Form detailing package information and costs.
- 4.3 All sponsorship activities will be recorded through PSDN, including the raising of invoices.
- 4.4 It is recommended that all potential sponsors are referred to this policy.
- 4.5 The NHS Skills Development Network (SDN) and PSDN branding is the property of the SDN and as such may not be used by a supporting organisation unless written consent is received by the PSDN Chair or the PSDN Manager.

For more information about this policy, please contact:

Hollie McLaughlin
NENC Skills Development Network Events Coordinator
T: 07826 94 08 23
E: hollie.mclaughlin@nhs.net