



## **SPONSORSHIP & PHILANTHROPY POLICY**

### **TERMS**

This policy applies to all forms of private giving to The Blue Room Theatre including business partnerships, foundation and private philanthropy and in-kind contributions.

### **POLICY STATEMENT**

The Performing Arts Centre Society Inc. trading as The Blue Room Theatre (TBRT) is committed to ensuring that sponsorship and philanthropy are carried out in an ethical manner and in parallel with The Blue Room Theatre purpose and policies.

### **PURPOSE**

The purpose of this document is to articulate The Blue Room Theatre's sponsorship and philanthropy practice and to document the standards that are expected of sponsorship and philanthropy arrangements entered into by The Blue Room Theatre.

### **POLICY**

- 1) The Blue Room Theatre's guiding principle is to engage in sponsorship and philanthropy relationships that are consistent with The Blue Room Theatre's *objectives, purpose and values*.

### **OBJECTIVES**

- a) *The Association is a not for profit incorporated association;*
- b) *to provide resources and services in support of the development of the performing arts and performing arts practitioners and in particular theatre arts and theatre arts practitioners;*
- c) *to conduct and manage a facility and other suitable rooms, buildings and places such as will contain or provide for:*
  - i. *a meeting place;*
  - ii. *an information centre/office space;*
  - iii. *a performance space or spaces;*
  - iv. *a workshop space; and*
  - v. *a teaching/educational space;*

- d) *to create a sense of unity among the community by encouraging communication and interaction between performers in a social non-partisan atmosphere;*
- e) *to promote issues of common interest;*
- f) *to encourage the development of self-initiated projects by members of the Association or members of the community;*
- g) *to encourage the development of professional skills through workshops and courses;*
- h) *to operate as a venue for national and international visitors to meet the local community in a formal or informal capacity; and*
- i) *to promote legislation to foster the objects of the Association.*

## **PURPOSE**

*The Blue Room Theatre enables the development of new Australian theatre by providing performing artists with a venue, resources and support to create and produce their work.*

## **VISION**

*To be recognised as the preeminent organisation in Australia for independent performing artists to present their work and an indispensable voice for new Australian theatre from the West Coast.*

## **VALUES**

### ***Creativity***

*We support the creation of risk taking and rigorous new Australian theatre.*

### ***Development***

*We produce flourishing artists, advance our organisation and strengthen the Western Australian theatre sector.*

### ***Community***

*The Blue Room Theatre is an inclusive and accessible space of mutual respect and influence.*

### ***Accountability***

*The Blue Room Theatre is transparent and sustainable, both financially and environmentally.*

- 2) In seeking partnerships to support the objectives of the Association, the organisation will adhere to the following standards:
  - a) Sponsorship and philanthropy activities carried out by The Blue Room Theatre will comply with all relevant laws.
  - b) Any communications to the public made in the course of sponsorship or philanthropy agreements shall be truthful and non-deceptive.
  - c) Nobody directly or indirectly employed by or volunteering for The Blue Room Theatre shall accept commissions, bonuses or payments related to sponsorship or philanthropy activities on behalf of the organisation.
  - d) Sponsorship and philanthropy activities should not be undertaken if they may be detrimental to the good name or community standing of The Blue Room Theatre.
  - e) Sponsorship and philanthropy activities will only be accepted from companies, organisations and individuals the Board considers ethical. Ethical considerations are informed by The Blue Room Theatre's policies.
  - f) PACS Board or Subcommittee positions will not to be offered or considered as part of sponsorship or philanthropy negotiations.
  - g) The Blue Room Theatre will retain absolute control of the structure and content of its programs and projects.
  - h) Independent artists have creative autonomy over their work, free from intervention arising from sponsorships or philanthropy agreements.
  - i) Companies and organisations specifically excluded from sponsorship and philanthropy activities with The Blue Room Theatre include tobacco; religious organisations; partisan political organisations and/or registered political organisations; organisations affiliated with discrimination and/or defamation.
- 3) This policy shall be made available to members and the general public via The Blue Room Theatre website.

## **RESPONSIBILITIES**

The Board is responsible for the implementation and review of this policy.

A Development and Marketing Subcommittee of the Board of Management meets four times per year to develop and monitor sponsorship and philanthropy strategy, review proposed sponsorship and philanthropy agreements and make recommendations about them to the Board.

All board members and staff are responsible for adhering to this policy.

## **PROCEDURES**

The Executive Director will provide new sponsorship or philanthropy proposals to the Development and Marketing Subcommittee for evaluation, indicating the value of the agreement or initiative and the background of the proposed sponsor or philanthropist.

The Development and Marketing Subcommittee will make a recommendation to the Board regarding approval of proposed new sponsorships or philanthropy.

All sponsorship and philanthropy activities must have the prior approval of the Board, as recorded in Board meeting minutes.

Approved by the Board of Management 1 July 2017. Updated 26 October 2019.