

## Ground Rules for Sponsored activities and Joint events with other organisations.

1. EURIM is in principle pleased to work with organisations that have overlapping objectives, especially when this avoids duplication of effort on specific issues.
2. EURIM welcomes the sponsorship of its corporate members and others in contributing to all or some of the costs of an event or project or in providing “in kind” services, equipment and facilities. A small consortium of three or more sponsors is often most appropriate.
3. Joint events (unless also sponsored) will inevitably involve some costs to the EURIM budget for administrative co-ordination, staff attendance at the event and follow-up reports and activities.
4. For sponsored activities, the funds sought should cover EURIM’s overheads as well as the direct costs of the event/project. If the sponsorship is in the form of the secondment of an individual to work within the EURIM team then the cost of management and support (including extra demands on the secondee’s colleagues) must form part of the sponsorship package.
5. In some cases, however, it will not be feasible to recover the full costs of staff time involved in setting up the arrangements, monitoring progress, reporting back to Council and ensuring suitable follow-through on completion and a small allocation will be required for this from the EURIM budget. A detailed assessment of likely unrecoverable costs to EURIM must be made before entering into any sponsorship arrangement.
6. Every joint or sponsored activity must have a Council or Secretariat member assigned to it, responsible for ensuring that EURIM’s interests are regarded and that there is appropriate feedback.
7. All proposals for joint events or sponsorship should be confirmed by the EURIM Chair and Secretary General. Major projects and events, long-term arrangements and all secondments require the approval of Council.

### *Detailed procedures:*

8. Events can be “by invitation only” but if they are billed as a group meeting or open EURIM event a sponsor/partner must not then seek to exclude any individuals on the list (such as competitors’ representatives or members of particular political parties).
9. The EURIM logo can be used by a partner organisation in promoting the activity and in publications that are the direct outcome of the event/project. Similarly, partner/sponsors’ logos can be included in invitations, reports etc issued by EURIM.
10. EURIM will make data from its membership lists available to partners for the purpose of issuing invitations and distributing information about the joint activities. The recipients of such lists will be required to make an undertaking not to use the data for any other purposes or retain them after completion of the activity.
11. EURIM will not consent to its mailing lists being used for sponsors’ or partners’ own marketing purposes but is content for a small amount of promotional material to be available at an event. Where there is more than one sponsor, any platform identification – backdrop, banner, badged podium, etc – should give equal prominence to all. (This would not apply to an event held within the premises of one of the sponsors.)
12. Early in the planning process the partners in a joint event will be asked to discuss with the EURIM Secretariat the mechanics of dealing with invitations and responses, the objectives, agenda and format of the meeting, arrangements for chairing and rapporteuring and the type of reports and other post-event communications/publicity required.