

Sponsorship Policy

MG ALBA may enter into sponsorship agreements with organisations whose products, policies and values align with the strategic objectives and values of MG ALBA.

MG ALBA will only incur expenditure on sponsorship if the expenditure represents value for money, creates impact and assists in the furtherance of MG ALBA's objectives as set out in our annual Operational Plan.

When we sponsor an event or activity, we will make a contribution in money or 'in kind' to assist in the staging of the event or activity in return for a public acknowledgement of the support. Permitted activities will be of a social, sporting, cultural, broadcasting industry, language development or educational nature. We will require evidence of how sponsorship income would be used.

We will enter into a contract stipulating the deliverables required by us and may defer part of our expenditure until it has been verified that the terms of the contract have been fulfilled.

We will not as a rule sponsor government organisations, religious organisations or individuals. We will not allow sponsorship agreements to influence the policies or procedures of MG ALBA or to gain favourable terms from any organisation. We will not enter into sponsorship agreements with any organisation which has a connection with any political party or pressure group.

We will not provide sponsorships which may be construed as showing or encouraging any type of prejudice (for example racial, sexual or religious) or that may be considered not to comply with the guidelines established by the Advertising Standards Authority.

Sponsorship is not a grant, nor is it a donation or gap funding. Sponsorship is also not regarded as a discount for normal goods or services.

MG ALBA will consider all sponsorship requests in a timely manner.

Decisions on sponsorship applications are made at the sole discretion of MG ALBA.

Guidelines

Applicants are advised to read the MG ALBA Operational Plan, which can be found in the Governance documents, here <https://mgalba.com/wp-content/uploads/2024/10/Annual-Plan-2024-25-FINAL.pdf>

We require sponsored projects to:

- display the MG ALBA brand on any publicity - this can include brochures, advertising, websites, social media, exhibition materials, signage, information packs etc
- mention MG ALBA in any press release or media activity in a form agreed with MG ALBA, with the offer of a quote from an MG ALBA representative;
- make available materials or reports produced as part of the activity to MG ALBA staff;
- showcase Gaelic television programmes or projects funded by MG ALBA by providing exhibition space at events we're sponsoring, allowing us to provide a speaker and/or providing free tickets for some of our staff or industry contacts to attend
- be willing to allow MG ALBA to create content related to the event/publication/activity, such as photography, video content etc including access to key personnel for interviews/quotes.

Sponsorship application checklist

Make sure you tell us:

- the name of your organisation
- your name and contact details
- the title of event/publication/activity etc. you are requesting sponsorship for
- the costs involved and what you would like from MG ALBA
- when the sponsored event/publication/activity will occur
- your social media platforms and any planned content
- the names of other partners/sponsors
- when you need a decision.

Then tell us about:

- your capacity to deliver this type of project
- your proposition for our brand recognition within the target audience for your event/initiative
- how you will ensure a high-quality sponsored project/event/publication
- how you will be supported by high quality marketing and PR to ensure that MG ALBA's support is properly acknowledged
- how you expect MG ALBA to obtain value for money and how the sponsored project will help us meet our operating objectives or partner with key stakeholders
- how you expect to evaluate the project (whether by number of attendees, press coverage, etc)

Send your written proposal to: Communications Manager, MG ALBA, Seaforth Road, Stornoway, Isle of Lewis, HS1 2SD email: sponsorship@mgalba.com