The Camping and Caravanning Club

Greenfields House, Westwood Way, Coventry CV4 BJH

Green Paper Number: 2.18

Subject: CLUB SPONSORSHIP

To: All Listed Below

From: PF

Direct Line No.: 024 7685 6754

Regions, DAs and Sections are increasingly approaching outside bodies for sponsorship of events, publications etc. Sponsorship can be useful in reducing the cost of events and the Club encourages members to seek such sponsorship.

The following criteria should be borne in mind:

- no request for sponsorship of over £1,000 should be made without the written approval of the Director General;
- we need to be certain that any sponsorship does not in any way bring the Club into disrepute;
- it should not be suggested that the sponsorship in some way indicates approval or endorsement by the Club or by the particular unit concerned;
- the Club does not believe that tobacco sponsorship, for instance, would be a good thing and there are clearly other fields, too numerous to mention, where it would be better to keep the Club dis-associated from certain ranges of products and services.
- there should be no approach to Club Service suppliers insurance companies, ferry services etc - without written approval from the Director General.
- there should not be any sponsorship from companies in direct competition with Club Service providers, offering their services to Club members, ie other caravan insurers etc.
- All sponsorship income shall be subject to deduction of standard rate VAT and must not be treated as a donation.

To National Councillors

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To Region Secretaries

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To Section National Secretaries

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To District Association Secretaries



3 December 2001