



1<sup>st</sup> July 2011

## **GUIDANCE FOR ASSESSING POTENTIAL SPONSORS**

The feasibility of a sponsorship property is assessed before it is taken to market; therefore the following criteria assess the feasibility of a specific Sponsor. The terms and restrictions governing the sponsorship property and the termination processes are set-out within the Sponsorship Agreement. All sponsorship relationships should be assessed against the following criteria. If the numbers of disbenefits outweigh the numbers of benefits then the sponsorship should not proceed. If any significant risks or fundamental disbenefits are highlighted then the sponsorship may not be appropriate.

### **Relevance:**

- Does the Sponsor have an affinity with the property?  
Is there a clear link or association between the Sponsor's demographic, brand, image, identity, products, services or business objectives and the property or TfL?
- Is the affinity positive or negative? (If negative, should the sponsorship progress?)
- Will TfL or the Sponsor benefit from influencing opinion formers?
- Will working with the Sponsor enhance TfL's image or awareness of TfL?
- Will working with the Sponsor generate PR and media coverage?
- Is there a risk of negative PR/media?
- Will TfL or the Sponsor gain credibility from the relationship?

### **Ethics:**

- Is the Sponsor providing funds to support an individual or non-business activity? (N.B Sponsorship of this nature is not permitted)
- Is there any indication that the Sponsor is seeking political influence? (N.B Political and Governmental influence and influence over TfL's operations and performance is not permitted)
- Is the Sponsor tendering for any TfL contracts?
- Have the Sponsor's competitors been offered the option to sponsor the property?
- Has the Sponsor raised any concerns regarding the Sponsorship Contract between TfL and the Sponsor?
- If yes, do the concerns impose any risk to TfL, the GLA or Government?
- Will the Sponsor provide monetary investment or payment 'in kind' (e.g. equipment, services or materials)?

### **Value:**

- Is the Sponsor offering the Rate Card Value?
- If not, is the revenue offered reasonable? (If not, should the sponsorship progress?)
- Is the Sponsor requesting activation initiatives?
- If yes is there any cost or risk to TfL?

All sponsorship relationships must be signed-off by relevant stakeholders (the client, Commercial Development, Partnership Marketing, Group Marcomms and the GLA). Any significant findings as a result of this analysis of the Sponsor must be highlighted to the key stakeholders.