



Corporate Partnership Policy

Policy Approved on: 20/11/2025

Policy Review Date: 20/11/2026

Introduction

Creative at HeART CIC actively seeks opportunities to collaborate with businesses, funders, and organisations that share our values of creativity, compassion, and community impact. Partnerships and sponsorships play a vital role in enabling us to deliver creative wellbeing projects for children and young people across the UK.

Creative at HeART CIC will always maintain its independence and integrity. No collaboration or sponsorship may compromise our ethical standards, creative mission, or reputation.

This policy sets out the principles and procedures for developing partnerships that are transparent, ethical, and aligned with our mission. It applies to all forms of corporate support, including sponsorship, core funding, marketing collaborations, donations, and gifts-in-kind.

Scope and Purpose

This policy applies to all corporate partnerships, sponsorships, and collaborations involving Creative at HeART CIC. Its purpose is to:

- Ensure all partnerships align with our mission and community objectives.
- Safeguard the organisation's reputation and independence.
- Provide transparency, accountability, and consistency in partnership management.
- Guide staff, directors, and stakeholders in ethical decision-making.

Definitions

- Sponsorship: A formal agreement where Creative at HeART CIC receives financial or in-kind support from a company in exchange for agreed recognition.
- Corporate Partnership: A mutually beneficial collaboration between Creative at HeART CIC and a business involving joint campaigns, funding, or community engagement.

Ethical Principles

Alignment with Mission and Values:

- Partnerships must align with Creative at HeART CIC's mission to inspire creativity, confidence, and emotional wellbeing in children and families.
- All partners must support safeguarding, equality, inclusion, and community wellbeing.
- Creative at HeART CIC reserves the right to decline or end any partnership that conflicts with these principles.

Standards of Conduct:

- Corporate partners must comply with all ethical and legal obligations, including data protection and safeguarding.
- Partnerships must uphold Nolan's Seven Principles of Public Life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

Roles and Responsibilities:

- The CEO or Partnerships Lead will manage and evaluate all partnership opportunities.
- The Director (Finance) will review the financial and governance implications of proposed partnerships.
- The Board of Directors will approve major or high-risk partnerships.

Accountability:

- All partnerships must be documented in compliance with GDPR and relevant legislation.
- All agreements must include clear termination clauses.

Exclusions:

Creative at HeART CIC will not partner with companies associated with tobacco, alcohol, gambling, pornography, or weapons. Partnerships in sensitive industries such as finance, pharmaceuticals, or private healthcare will require heightened scrutiny and Board approval.

Procedures

- All potential corporate partnerships must be discussed with the CEO before any contact is made.
- A central record of partnerships will be maintained and reviewed quarterly by the Board.
- Partnerships valued under £25,000 may be approved by the CEO and Director (Finance).
- Partnerships valued at £25,000 or above, or those carrying reputational risk, require full Board approval.

Marketing and Media

- All media and public communications regarding partnerships must be approved by the CEO.
- Creative at HeART CIC retains full approval rights over the use of its name, logo, and branding.
- Unauthorised use of the organisation's brand will result in termination of the agreement.

Branding and Reputational Safeguards

- Brand Control: Creative at HeART CIC maintains full control over all content bearing its name.
- Brand Use: Partners must obtain prior written approval for use of any logos or materials.
- Strategic Alignment: Partnerships must contribute meaningfully to the organisation's goals.
- Data Protection: No identifiable information about children or families will be shared without explicit consent and full GDPR compliance.

Transparency and Accountability

- Creative at HeART CIC will publish the names of corporate supporters donating over £5,000 annually.
- This policy will be reviewed annually to ensure alignment with best practice and ethical standards.

Related Policies

This policy should be read alongside:

- Financial & Risk Management Policy
- Safeguarding Policy
- Whistleblowing Policy
- Complaints Policy

Creative at HeART CIC is committed to responding promptly, transparently, and respectfully to all concerns or complaints raised by partners or the public.