



## **BUSINESS PARTNERSHIPS**

### **Background:**

Business Partnerships / sponsorships are seen as an integral part in the promotion and sustainability of ICP.

### **Business Partnerships are typically characterised by:**

- An ongoing relationship
- Some notion of exclusivity; depending upon the \$ value of the partnership
- Benefits to both parties

### **Sponsorship is typically:**

- A short term relationship i.e. promotion of an event, forum or conference

### **Business Rules:**

- ICP will charge a fee for service
- Fee for service may be waived at the discretion of ICP Executive where the organisation is not for profit or charitable organisation
- All Business Partners must align with or compliment the goals of ICP
- The cost of a partnership / sponsorship with ICP will be determined by ICP Executive

### **Memorandum of Understanding:**

- ICP will enter into a MOU with Business Partners, which outlines the commitments of and benefits to each party.

### **Protocols for engaging with a Business Partner / Sponsor:**

1. What is their product / proposal?
2. Does their proposal compliment the vision set out in the ICP strategic intent?
3. Is their proposal ethical?
4. Will their proposal be supported by the membership?
5. Does their proposal compliment the core business of ICP?
6. Is there any value for ICP as an International Organisation?
7. What are the benefits to ICP?
8. What are the potential costs to ICP?
  - Reputation
  - \$
9. What is the potential value for the members of ICP?
10. Is there potential or current conflict of interest for ICP?