

ITTF Brand Partnership Policy

Effective from 1 January 2019

Introduction

The International Table Tennis Federation (ITTF) Brand Partnership Policy provides the policies and procedures for confirmation of Brand Partnerships and Sponsorships. This document outlines the expectations and requirements needed from an external organisation to become a Brand Partner of the International Table Tennis Federation and its products. This document is to be followed in all instances when dealing with sponsors, both directly and through the local organising committees. It also provides guidelines on how the ITTF will administer this policy, and with the correct procedures to follow.

ITTF will keep the Brand Partnership policy current and relevant. From time to time it will be necessary to modify and amend some sections of the policy, or to add new procedures.

Any suggestions, recommendations or feedback on the policy and procedures in this document are welcome.

These policies and procedures apply to all elected officials, employees, service providers and contractors, where applicable.

Purpose

The aim of ITTF's Brand Partnership Policy and Procedure is to:

- a) coordinate the Federation's Brand Partnership activities
- b) ensure the suitability and sustainability of the Brand Partnership activity, and
- c) understand the value of the Brand Partnership activity in terms of return on investment.

It provides a framework for the ITTF to maximise opportunities, as a provider of Brand Partnership, by enabling Brand Partnership proposals to be assessed fairly and equally, and by ensuring the ITTF maximises the full potential benefit from any Brand Partnership arrangement into which it enters.

Scope

The policy and procedure relate to the ITTF's elected officials, employees, service providers, contractors, agencies or third parties acting on behalf of the ITTF, and all areas of the ITTF, participating in Brand Partnership activities that include the use of the ITTF brand, products, name or authorised logo or image.

Policy Statement

The goal of ITTF receiving Brand Partnership is to support the strategic vision of the ITTF to develop and promote the sport of table tennis throughout the world. Therefore, it is important to ensure that sponsors meet the criteria detailed in this policy and should uphold the core values of the ITTF – Passion, Competitiveness, Enjoyment, Respect and Discipline.

ITTF's Strategic Plan can be found here: <https://www.ittf.com/home/2018strategicplan/>

Sponsors of the ITTF should reinforce meaningful and positive perceptions of the ITTF by engaging the community, supporting the brand and increasing the awareness of table tennis.

Brand Partnership is an important tool for demonstrating the sport of table tennis, and its inclusive nature which fits within the ITTF's vision – Table Tennis. For All. For Life. Sponsors should assist with raising the awareness and profile of both the ITTF and table tennis.

The policy and procedures intend to:

- a) ensure that the ITTF's incoming Brand Partnerships are consistent with the ITTF's strategic direction, core values and brand attributes;
- b) protect the associative reputation and brand exclusivity for existing sponsors;
- c) define the business area responsible for a Brand Partnership agreement;
- d) raise awareness of Brand Partnership as a valuable component of the ITTF, and its social activities, as well as its reputation;
- e) define Brand Partnership limitations and criteria; and
- f) establish a process for the assessment and coordination of Brand Partnership agreements.

Policy Content

Types of Brand Partnership

Brand Partnership may be in the form of financial or in-kind support, or a combination of both. Financial support will take the form of:

- a) A monetary amount for which the ITTF would receive.

In-kind support may take the form of:

- a) supply of the sponsors products and services;
- b) promotional support, such as promotion of an event or product;
- c) use of facilities (buildings, equipment) and intellectual property.

Guidelines and Procedures

These guidelines and procedures are intended to both assist applicants applying for Brand Partnership and provide criteria for the ITTF in assessing these Brand Partnerships.

Guidelines

Information relating to overall administrative and procedural requirements necessary for the implementation of the policy and procedure.

Brand Partnership Categories

- ITTF Premium Partner
- ITTF Global Supplier
- ITTF Event Partner
 - Title Partner
 - Major Partner
 - Equipment Partner
 - Official Supplier
- ITTF High Performance & Development Partner
- ITTF Foundation Partner

Brand Partnership Criteria

Brand Partnerships for all categories should possess the following common core criteria:

- is consistent with the ITTF's brand attributes, strategic direction and core values;
- provides mutually beneficial outcomes;
- enhances the ITTF's events and reputation; and
- contributes towards enhancing all stakeholders experience with table tennis.

1. ITTF Premium Brand Partnership

ITTF Premium Brand Partnership represents the most cooperative tier of Brand Partnership and is defined as an opportunity to provide financial support to the ITTF across multiple events and departments. Approved Premium Brand Partnerships will meet the core values of the ITTF, and the following additional criteria:

- provides benefit to the ITTF as a whole;

- is relevant to international audiences;
- creates opportunity for the ITTF brand to reach more people.

ITTF Premium Partners shall be recognised as the ITTF's most valuable partners with exclusive benefits, regardless of the sponsored events. ITTF Premium partners shall provide a minimum annual accumulative financial target across multiple events.

2. ITTF Global Supplier Partnership

ITTF Global Supplier is defined as an opportunity to provide in-kind support to the ITTF across multiple events and departments. Approved Premium Brand Partnerships will meet the core values of the ITTF, and the following additional criteria:

- provides benefit to the ITTF as a whole;
- is relevant to international audiences;
- creates opportunity for the ITTF brand to reach more people.

ITTF Global Suppliers shall provide in-kind support across a number of events to qualify.

3. ITTF Event Brand Partnership

Event Brand Partnership is defined as opportunities for sponsors to be involved in, or assist, ITTF and Local Organising Committees for individual ITTF Events. Approved event Brand Partnership will meet the core values of the ITTF, and the following additional criteria:

- provides direct benefit to the Local Organising Committee and ITTF;
- creates opportunities for the Local Organising Committee and ITTF to build relationships with community organisations and leaders locally;
- demonstrates the Local Organising Committee's and ITTF's commitment to good social responsibility;

4. ITTF High Performance & Development Partnership

High Performance & Development Partnership is defined as opportunities for sponsors to be involved in, or assist, High Performance & Development at the ITTF, which includes, but is not limited to, high performance centres and other development initiatives for players, coached, officials and administrators.

5. ITTF Foundation Partnership

Foundation Partnership is defined as opportunities for sponsors to be involved in, or assist, the ITTF Foundation as part of the sponsor's corporate social responsibility initiative. More information shall be provided by the ITTF Foundation.

ITTF will NOT consider Brand Partnership if:

- Sponsors do not reflect the ITTF's core values, strategic direction and brand attributes;
- Brand Partnerships that may present a reputational and/or financial risk;
- Brand Partnerships that may be construed as racially prejudice or otherwise discriminatory;
- any Brand Partnership which may be considered to be a conflict of interest for the ITTF.

Due Diligence

A due-diligence check must be followed for Brand Partnership arrangements, with more extensive checks being undertaken depending upon the potential risk nature of the arrangement, as well as the level of visibility in which the agreement may have.

Risk is defined as the chance of something happening that will have an adverse impact upon the objectives of the Brand Partnership or could create a negative image for the ITTF. It is measured in terms of likelihood of happening and consequences.

Risks can be financial or non-financial and may, if poorly managed, result in ITTF suffering a loss of image and brand, business information, skills, intellectual property, control or security. Effective due-diligence can reduce overall costs, uncertainty and improve the management of the Brand Partnership arrangements.

Care should be taken to ensure that any Brand Partnership agreement does not have a conflict of interest in relation to the ITTF Conflict of Interest Policy.

Due-diligence check involves:

- identifying what, when, where, how and why something may go wrong;
- determining the probability of something going wrong;
- determining the consequences if something does go wrong;
- developing suitable options and responses to manage or treat risks; and
- reviewing the risk management process to ensure the overall strategy remains effective.

Officials and staff should consider the potential exposure of the ITTF to legal liability within the context of the Brand Partnership agreement. There are several types of such liability or exposure that may occur in the context of such agreements.

These are:

- commercial;
- non-financial (e.g. political); and
- public controversy.

Legal opinion should be sought on the extent of potential legal liabilities involved, and the President and CEO should also consider the other types of risk involved and action taken to manage them.

For a Brand Partnership to be acceptable, any risk involved should be manageable and acceptable in terms of the potential benefits the Brand Partnership may deliver to the ITTF.

Before committing to a Brand Partnership, a responsible and effective due diligence check should involve checking that the other party has:

- an acceptable past Brand Partnership record;
- an acceptable financial and business record;
- responsible policies and practices; and
- an acceptable public image.

Such a risk management strategy further involves conducting comprehensive searches of potential sponsors including searches of business names, company or incorporated associations and credit checks. These searches should be carried out to ensure these parties are not involved in activities or industries considered unacceptable. Where a third party largely controls the potential Brand Partner or recipient of Brand Partnership, the credentials of the third party and any related entity should also be conducted. A check of organisations directly associated with the proposed Brand Partner should also be conducted where practicable.

Effective due-diligence also involves developing strategies for managing potential conflict of interests that may occur within the context of Brand Partnership arrangements.

This includes dealing with matters such as:

- accepting gifts, rewards, gratuity, benefits, remuneration or payment of commission of any kind that may place the recipient under an actual or perceived financial or moral obligation to the individual or organisation providing these items;
- the improper use of any position of employment or membership of an organisation or group or any other office or the use of information gained in such a role for personal profit or gain; or

- conflicts that may arise between private interests and ITTF duties. Such conflict may occur where an official or employee/service provider, their spouse, near relative or close associate stands to make a financial gain from a Brand Partnership arrangement or where such an official or employee/service provider, their spouse, children, near relative or close associate is likely to benefit from the Brand Partnership arrangement.

All Brand Partnership arrangements must have a due-diligence check, in line with the Appendix A – Due Diligence Checklist.

Procedures

The Marketing Department will assess the Brand Partnership and undertake the due-diligence requirements within two weeks of the final offer made in writing. The Marketing Department may consult other departments, and elected officials if necessary, in relation to the Brand Partnership.

It is important to systematically identify support given to the ITTF to enable appropriate reporting and evaluation:

- as per the Due-Diligence Checklist, evaluation will be undertaken of each Brand Partnership, and also at the conclusion of each Brand Partnership, an analysis shall be undertaken to determine if the Brand Partnership was successful and met the expectations;
- the evaluation will be documented, held on file and referred to when considering future involvement
- where Brand Partnership is ongoing, it will be reviewed annually.

Responsibilities

1. Compliance, monitoring and review

The Marketing Director is responsible for the implementation and review of this policy, and its procedures.

All ITTF employees, service providers, Local Organising Committees of ITTF Sanctioned Events and third parties acting on behalf of the ITTF must adhere to this policy, and its procedures.

2. Reporting

Brand Partnership initiatives should be reported to the Marketing Director on request. All Brand Partnerships, whether accepted or declined, should be input into the Brand Partnership database.

The Marketing Department shall approve all Brand Partnership-related activation prior to any Brand Partnership appointment.

When a Brand Partnership offer includes tickets to an event/function and where a staff member receives tickets as a gift rather than for work purposes to host, that gift must be registered as so. Refer to the Gifts and Benefits Policy and Procedure.

3. Records management

All Brand Partnership records, including finances and correspondence of requests and approvals, will be filed in the Brand Partnership folder. The Brand Partnership Officer or a nominee of the Brand Partnership Officer, is responsible for the recordkeeping management.

Staff must maintain all records relevant to administering this policy and procedure in a recognised University recordkeeping system.

Document history

Approval and Review	Details
Approval Authority	CEO & President
Administrator	ITTF Marketing Director
Next Review Date	31/12/2020

Approval and amendment history	Details
Original Approval Authority and Date	CEO & President 11/02/2019
Amendment Authority and Date	N/A
Notes	

Appendix A – Due Diligence Checklist

1. Identification	
1.1. Full Legal Name of Entity	
1.2. Legal Address of Entity	
1.3. Type of entity	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Others (please state):
1.4. Year and Place of Incorporation	Year: Place:
2. Contact Person	
2.1. Contact Name	
2.2. Contact Job Title	
2.3. Contact Email	
2.4. Contact Phone	
2.5. Contact Address (if different to 1.2)	
3. Brand Partnership	
3.1. Business Category	
3.2. New or Renewal?	<input type="checkbox"/> New <input type="checkbox"/> Renewal
3.3. Past Brand Partnership of other Sports / Events	
4. Financial Status	
4.1. Financial Reports (if available)	<input type="checkbox"/> Financially Stable
5. Company Image	
5.1. Company Values	
5.2. Media Coverage Check	<input type="checkbox"/> No negative media coverage <input type="checkbox"/> Negative media (please state):

Appendix B – ITTF Premium Partner Program

Criteria

To qualify as an ITTF Premium Partner, the Brand Partner shall commit to a sponsorship investment of at least US\$1 million annually, and meet at least 1 of the below 2 criteria:

- a. Duration: Minimum of 4 years sponsorship, including past and future involvement
- b. Events: Minimum of 6 events and/or CSR initiatives annually

Benefits

As an ITTF Premium Partner, the Brand Partner shall have the highest level of recognition and access at ITTF events. In addition to the support by the entire ITTF team, the ITTF Premium Partner can look forward to the below benefits for every year that they remain a Premium Partner.

Highest Level of ITTF Recognition

- Creation of a composite logo with the ITTF logo, to be used by Partner in marketing campaigns or internal communications.
- Right to create and distribute complimentary merchandise using composite logo.
- Recognition throughout ITTF's external communications including ITTF website, letter footer, publications, annual video review, etc.

Premium Invites and Access at ITTF events annually

- 2 guest VIP invites at up to 2 ITTF events outside of contract with complimentary hospitality, transport, VIP pass and behind the scenes tour.
- 4 regular tickets at up to 5 ITTF events outside of contract.
- First access to tickets at non-ITTF Table Tennis events such as the Olympic Games.

Special Guests at the ITTF Star Awards

- Complimentary table at the ITTF Star Awards for up to 8 guests.
- Complimentary hospitality and transport for up to 2 guests.
- Recognition at ITTF Star Awards.

Exclusive Autographed Merchandise

- 2 autographed players' shirt (any active players of Partner's choice).
- 5 autographed product/merchandise of Partner.

The ITTF reserves the right to qualify Brand Partners, and to make changes to the list of benefits at its own discretion.