



RoMS Corporate Sponsorship Policy

The Aim of RoMS:

RoMS aims to improve the mobility of the UK national dairy herd. To achieve this aim, RoMS:

- Maintains a register of RoMS-approved mobility scorers
- Maintains a register of approved trainers
- Remains inclusive of, and reactive to, the mobility scoring requirements of all key stake holders in the dairy supply chain

About RoMS

RoMS is an independent, self-regulatory body which encourages the widespread use of standardised and independent mobility scoring conducted by trained and accredited scorers, on UK dairy farms, to a set of professional standards.

RoMS is a high-profile dairy initiative backed by key stakeholders in the industry.

Since its formation in 2017, RoMS has grown rapidly and has a large number of active scores, belonging to professions including farmers, foot trimmers, nutritionists, vets and others.

Increasingly, milk processors and vendors require mobility scoring by RoMS-accredited scorers.

Sponsorship requirement

RoMS receives funding from members, who are mobility scorers and mobility scoring trainers, to cover the administrative costs of maintaining the registers.

Additionally, RoMS greatly values financial support from reputable corporations to further the organisation's aims. Financial support from corporate sponsors allows RoMS to engage in mission-focused programs and activities that could not otherwise be pursued.

The following guidelines have been established to ensure that corporate sponsorship arrangements advance the aims of RoMS, serve the best interests of the organisation, retain the independence of RoMS, and avoid conflicts of interest.

Benefits of sponsoring RoMS:

- Brand exposure, through brand placement across all RoMS materials, including RoMS mobility scoring sheets and the RoMS website, as well as an area of the website specifically for corporate sponsor promotional resources
- Affiliation with a positive dairy industry initiative, including the ability to state that they are a corporate sponsor of RoMS

For specific details of the sponsorship package, see the "Sponsorship Package" document. This will be updated annually.



Definition of Corporate Sponsorship

For the purpose of these guidelines, “corporate sponsorship” means a contribution from a business that is provided as a donation to support the activities and/or running of RoMS.

Sponsorship of RoMS

RoMS welcomes interest from corporate sponsors whose values align with our aims.

RoMS will seek multiple sponsors each year.

There will be one level of sponsorship each year and all sponsors will have the same conditions of sponsorship.

The price of this and benefits to sponsors will be laid out in the “Sponsorship Package” document.

Negotiations can take place around the specific terms of sponsorship agreements. Such terms will only be acceptable if they can apply to all corporate sponsor agreements active within the sponsorship period to which they apply.

Sponsorship periods

From August each year, RoMS will open a sponsorship call for the following calendar year, from 1st Jan to 31st December.

Repeat sponsorship is warmly welcomed, subject to the agreement of the sponsoring corporation and RoMS. This gives each party an opportunity to review sponsorship needs on an annual basis.

Conditions of sponsoring RoMS

By agreeing to sponsor RoMS, a corporation agrees to the following terms and conditions:

Review and approval of sponsors

Any proposed corporate sponsorship must be reviewed and approved by the Chair of RoMS, with support from the Board of Directors to ensure that the arrangements are consistent with the aims of RoMS, and that any potential conflicts of interest are disclosed and addressed.

Each corporate sponsor must agree that the Chair of RoMS will review and approve all marketing materials prepared by the corporate sponsor bearing the RoMS name, logo, and/or other identifying information prior to publication or dissemination.

RoMS will not partner with businesses for corporate sponsorships if the business or products sold are inconsistent with its aims.

No personal benefit

RoMS will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement.



Notwithstanding, companies represented by a board member may apply to sponsor RoMS. To avoid conflicts of interest, a board member representing a company that is seeking to sponsor RoMS will not have input into the decision-making surrounding that corporate sponsorship agreement.

No Endorsement

RoMS does not endorse its corporate sponsors, their policies, products, or services, nor imply that RoMS will exert any influence to advance the corporation's interests outside the particulars of the arrangements made for the sponsored agreement.

The following language will be included in any written agreement with the corporate sponsor: "The RoMS name, logo and/or identifying information may not be used in a manner by the corporate sponsor that would express or imply RoMS's endorsement of the corporation or its products, services or policies."

Exclusivity

Whenever possible and feasible, RoMS will seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event, program, or special event from a single source is appropriate. RoMS will exercise special caution so that in circumstances when single support is granted, RoMS avoids conflicts of interest and guards against any perception of conflict of interest. RoMS will generally ask corporate sponsors to refrain from sponsoring other events, programs, or activities that are substantially similar to the event, programs, or activity conducted by RoMS.

Termination

RoMS reserves the right to terminate any corporate sponsorship if the sponsor or its representatives or agents engage in any conduct that would lead RoMS to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of RoMS or its members. In the event of any such termination, RoMS will return funds to the sponsor, pro-rata to the proportion of the sponsorship period that has passed. In such cases, corporate sponsors may not use the RoMS name without the written approval of RoMS.

Oversight

The RoMS Board of Directors is responsible for establishing the principles and guidelines governing RoMS's relationships with corporations. The RoMS Chair is responsible for day-to-day oversight of all corporate sponsorship arrangements.