



Funding Framework Summary – January 14, 2022

For distribution to coaching staff and players¹.

I. Guiding principles

British Lacrosse (BL) seeks funding and/or support from third parties to enable and sustain its evolution in the short, medium, and long term. Our primary short-term focus will be on The World Games in 2022 with a longer-term emphasis on the path to the 2028 Olympics and beyond.

Our funding activities are based on a set of guiding principles which operate within the requirements of BL's governance structure:

- We seek to work with funders that align with our stated vision, mission, and values and that have a strong affinity to the attributes of the sport and our British status. In return, we offer a platform for growing and spreading funder/partner brand awareness and visibility through a new international sporting brand.
- We seek to develop relationships, within the approved Funding Framework that are mutually beneficial and built upon shared objectives.
- We want to enable and empower our players, coaching staff, directors, and others to be active in seeking partnerships, sponsorships, patronage, donor and fundraising opportunities and clear on the associated responsibilities².
- We seek to ensure we have the capability to activate and/or fulfil any conditions/obligations that form part of a partnership/sponsorship or funding arrangement
- In line with our Values all activity (from exploration onwards) must follow the process outlined below and be logged officially through the [Funding Transparency Register](#) available as a password-protected form in the Players' Corner section of the BL website.
- Authorizations for commitments on behalf of BL must be provided by a minimum of two Board Directors.
- All contractual commitments and arrangements must be referred to Gus Lewis, Board Director, for review.
- All communications should be coordinated through Rosie Halfhead or Lorna Powell, Board Directors
- BL's data collection, privacy and management policies must be respected at all times and in all cases.

¹ As British Lacrosse does not benefit from any appointed staff or management at this early stage of its evolution, in order to preserve and manage the BL reputation and to ensure that any arrangements comply with Company House requirements for a Limited by Guarantee company, Board Directors will take an active role in all funding arrangements.

² See RACI at-a-glance-summary in Annex

2. Terms and Definitions

2.1 Partnership

A strategic arrangement where partners agree to cooperate to advance their mutual interests. Negotiations to include at least one Board Director. All partnerships require approval by the Board.

2.2 Sponsorship

Arrangements based on the rights which BL owns and the services it can offer. They can be 'commercial' or 'value in kind' in nature and should represent value for the sponsor.

Negotiations must involve at least one Board Director. All sponsorships require approval of two Board Directors.

2.3 Patronage

A mutually beneficial relationship where an exchange of money (or in-kind services) is offered in return for limited exposure and an agreed association with BL.

BL must be informed of the arrangement and consulted on BL activation requirements. All Patronage require approval of two Board Directors.

2.4 Donation & Fundraising

A non-business transaction involving financial support for altruistic reasons with no conditions. Funds collected must be declared, properly accounted for, and deposited in the BL bank account.

2.5 Brand

The properties that British Lacrosse offers are defined as the core BL brand³ and its various sub brands, which include both Men's and Women's BL Teams.

3. Sponsorship Specifics

3.1 Servicing Arrangements

The activation and implementation of any arrangements is critical for success. BL and its sponsors/partners/donators will have clearly articulated contractual arrangements that detail the expectations of both parties and the resources needed to deliver.⁴

3.2 Categories

BL seek companies who have a strong affinity for the attributes of the sport and brands that inspire, demonstrate passion, are fast paced, have a link to health, wellbeing, sustainability, inclusivity, ambition, aspire to be leaders in their field and appeal to younger generations. There are a few reasons when BL would exclude and/or defer from any sponsorship arrangement: such as an existing sponsorship contract exists within the category, or the social impact of the category is at odds with BL's core values or World Lacrosse rules.

4. Outreach and Marketing

To manage the BL brand and reputation, all marketing and outreach should be done using official BL materials, brand assets and brand guidelines.

If you require a copy of the Funding Framework document, please request this from your team management or a Board Director.

³ trademark, visual brand assets and approved Brand Guidelines

⁴ a designated specific person(s) will manage and oversee each sponsorship relationship.

Annex - RACI Summary

The RACI acronym stands for “Responsible, Accountable, Consulted, and Informed.” It is a system that illustrates steps or actions and what is required of different people. This helps to reduce confusion and increase efficiency in execution. Decisions are made more quickly, accountability is clear, and workload is evenly distributed with everyone involved knowing what’s happening and what is expected of them.

Responsible: Person who is completing the task

Accountable: Person who is making decisions and taking actions on the task(s)

Consulted: Person who will be communicated with regarding the decision-making process and specific tasks

Informed: Person who will be updated on decisions and actions

Partnership	Player/Coach/ Director	1 Board Director	2 Board Directors	Gus (legal)	Rosie/Lorna/Alex (comms)	Neil/ELA (finance)	Full Board*
• Initiation	R						I
• Negotiation	I/R	R		C			C
• Approval	I	R		C		I	A
• Activation	I/R	R/A			C		I
• Comms	I/C				R/A		I

Sponsorship	Player/Coach/ Director	1 Board Director	2 Board Directors	Gus (legal)	Rosie/Lorna/Alex (comms)	Neil/ELA (finance)	Full Board*
• Initiation	R						I
• Negotiation	I/R	R		C			I
• Approval	I	R	A	C		I	I
• Activation	R	C/A			C		I
• Comms	I/C				R/A		I

Patronage	Player/Coach/ Director	1 Board Director	2 Board Directors	Gus (legal)	Rosie/Lorna/Alex (comms)	Neil/ELA (finance)	Full Board*
• Initiation	R						I
• Negotiation	R	C		C			I
• Approval	I	R	A	C		I	I
• Activation	R	C			C		I
• Comms	R				C		I

Donation	Player/Coach/ Director	1 Board Director	2 Board Directors	Gus (legal)	Rosie/Lorna/Alex (comms)	Neil/ELA (finance)	Full Board*
• Initiation	R					I	I
• Negotiation	R						I
• Approval	A						I
• Activation	A/R					I	I
• Comms	R				C		I

Fundraising	Player/Coach/ Director	1 Board Director	2 Board Directors	Gus (legal)	Rosie/Lorna/Alex (comms)	Neil/ELA (finance)	Full Board*
• Initiation	R					I/C	I
• Negotiation	R						I
• Approval	A					I	I
• Activation	A/R				C	I/C	I
• Comms	R				C		I

*via the Funding Transparency Register