TongaHealthSponsorship Guidelines

# About the sponsorship Program

Sponsorships provide an opportunity for TongaHealth to support activities that improve health and decrease people’s risk of non-communicable diseases (NCDs). The TongaHealth Sponsorship Program is a key strategy for TongaHealth to achieve our vision of ***‘A healthy Tonga where everyone is responsible for promoting health and everyone shares in the benefits of a healthy population’***. The “Hala Fononga ki ha Tonga Mo’ui lelei”− the National Strategy for Prevention and Control of Non-Communicable Diseases 2015-2020−identifies key goals and activities to address NCDs in Tonga. To see the strategy, please click [here](https://docs.wixstatic.com/ugd/5ce0eb_cf16fa42674049329e737e0236e804f3.pdf)[[1]](#footnote-1).

# Priorities of the sponsorship program

## Activities that improve or create opportunities for Tongans to:

* Have a healthy start to life
* Engage in more physical activity
* Improve healthy eating patterns
* Cut down or quit tobacco use
* Quit or limit alcohol consumption to a safe level

## Priority will be given to applications that target the following groups:

* Infants and families with newborns\*
* Women
* Young people (children and youth)\*
* People with disabilities or mental illness
* People living in rural areas and the outer islands

*\* Please note that anyone working with or coming into contact with young people (aged 17 and under) must comply with TongaHealth child protection policy.*

# OBJECTIVES OF THE SPONSORSHIP PROGRAM

* Encourage healthy lifestyles through the effective promotion of health messages relating to TongaHealth's priority areas.
* Reduce the promotion of unhealthy messages or brands that undermine TongaHealth objectives.
* Facilitate environmental, social, and policy changes within organisations and venues to create healthy environments.
* Increase opportunities for community-based programs that target priority areas and risk factors for NCDs.
* Increase opportunities for people with specific needs to benefit from programs that target priority areas and risk factors for NCDs.

# ELIGIBILITY CRITERIA: WHO IS ELIGIBLE TO APPLY?

* Not-for-profit organisations/registered charities
* Government departments
* Statutory bodies
* Incorporated entities/organisations/companies
* Recreational or sporting organisations
* Village Councils/Boards
* Schools

If requested by TongaHealth, applicants must provide their constitution, operating rules or standards, list of directors, organisational structure chart, or any other necessary information. **Individuals are not eligible for sponsorships.**

Applicants for sponsorships **must not** accept any form of funding from tobacco companies, parent companies, or their subsidiaries; either directly or indirectly.

Bank account details and a list of signatories must be provided to TongaHealth once a sponsorship grant is approved.

Organisations that have been funded previously by TongaHealth must have fulfilled all previous reporting and financial acquittal requirements.

Generally, only one application per organisation per year can be submitted.

# Please note the budget limit for any sponsorship request is $2,000TOP. TYPES OF ACTIVITIES/AREAS THAT TONGAHEALTH WILL FUND:

* Sports and arts: festivals, theatre/dance productions, aerobics competitions, exhibitions, etc. where there is a significant opportunity to promote behaviour change and health promoting environments
* Community events: reoccurring or annual events, such as agricultural shows, cultural events, church and school events
* Development or improvement of policies, rules, or strategies that create a more supportive environment for healthy behaviour (for example, creating safe breast-feeding areas or no smoking areas)
* A local workshop, meeting or forum focussing on NCD-related health promotion or creating more supportive environments for healthy lifestyles
* Sporting event promotion, marketing or publications, and sports-related equipment/clothing
* Health promotion-related professional development activities
* Support for existing programs and activities to increase participation, expand to new geographic areas, or adapt programs to help target new populations
* Speakers and PA systems must be no more than $700 of the total sponsorship budget (maximum of $700 or below).

# WHAT WE WILL NOT FUND

* Costs associated with running an organisation
* Fundraising
* Overseas travel for conferences, workshops, forums etc.
* Activities that promote a political organisation or perspective
* Food or beverages that do not comply with the objectives of TongaHealth
* Any activities that are not related to NCD-related health promotion or creating more supportive environments for healthy lifestyles

# PRIZE POLICY

* Awards and prizes must be no more than 10% of the total sponsorship budget (maximum of $200).
* Awards and prizes may not be given in the form of cash. Instead, awards and prizes must be in the form of health-promoting items: sports equipment, gym vouchers, etc.
* Awards and prizes must comply with the policies of TongaHealth (i.e., no alcohol or unhealthy products).

# REQUIREMENTS FOR APPLICANTS

* Demonstrate that the sponsorship will contribute to the goals, outcomes, and strategies outlined in the Hala Fononga.
* TongaHealth reserves the right to review and approve any messages that are being delivered through the program receiving TongaHealth funding. This is to ensure that they are aligned with best practice and available evidence. Funding can be withdrawn if messages are not evidence-based, health promoting, rights-based, non-discriminatory, and respectful of human dignity.
* Ensure that TongaHealth is appropriately acknowledged for its contribution on any promotional materials produced as part of the event/activity.
* If appropriate, allow TongaHealth to have ‘naming’ or ‘co-naming’ rights for the event (e.g. TongaHealth National Healthy Food Day)
* Sponsorship recipients must comply with the TongaHealth Child Protection Policy (accessible at [http://www.tongahealth.org](http://www.tongahealth.org/%22%20%5Ct%20%22_blank))
* Comply with TongaHealth’s health policy requirements:
	+ All indoor and outdoor areas, under the control of the sponsored organisation/event, must be maintained as smoke-free,
	+ Healthy food and drink options must be available if catering is provided,
	+ Clean drinking water must be available at activities or events,
	+ Safe warm-up practices for any activities involving physical activity,
	+ Alcohol is not permitted unless with prior agreement with TongaHealth. No discounted alcohol, ‘happy hours’, or events promoting alcohol brands, are to be part of any event or activity funded by TongaHealth.
* Applicants must comply with TongaHealth Sponsorship Agreement after both parties signed it.

# CO-SPONSORSHIP

Applicants must inform TongaHealth of any potential or agreed co-sponsors and declare all details of any other co-sponsors or partners-sponsors will comply with the mission and objectives of TongaHealth as above. TongaHealth reserves the right to assess any reputational risk to TongaHealth posed by a potential or existing co-sponsor, and reserves the right to withhold or withdraw funding.

# HOW TO SUBMIT AN APPLICATION FOR SPONSORSHIP

Please check that your organization and event match the eligibility criteria in these guidelines. Then complete the form which can be downloaded from the internet at<https://www.tongahealth.org/forms--applications>. Applications can be dropped off at the TongaHealth office at Vaiola Hospital or emailed to info@tongahealth.org.to.

If you have any questions, please contact TongaHealth at (676) 25721.

# WHEN TO APPLY FOR SPONSORSHIP

Applications for the 2nd round are now open until the 30th of November 2019.

1. https://docs.wixstatic.com/ugd/5ce0eb\_cf16fa42674049329e737e0236e804f3.pdf [↑](#footnote-ref-1)