

Corporate Partnership and Sponsorship Policy

1 Introduction

Migraine Foundation Aotearoa New Zealand (MFANZ) is committed to maintaining its independence, credibility, integrity and public trust while advancing its mission to support people with migraine and raise awareness about migraine disease in Aotearoa New Zealand.

2 Purpose

This policy outlines the principles for accepting funding, collaborating on projects and managing potential conflicts of interest when entering into partnership or sponsorships with companies. This is to ensure transparency, ethical conduct and alignment with our purpose, vision and pillars of service.

The scope of partnership and sponsorship arrangements is broad. They may range from supporting conferences, events and projects to accepting funding to support our pillars of service.

3 Definitions

For the purposes of this policy, sponsorship is an arrangement between MFANZ and another organisation in exchange for money, goods or services to support the activities of MFANZ.

A partnership may be considered to be an arrangement between MFANZ and a private sector company, corporation or other entity to jointly achieve a shared goal.

4 The value of partnership and sponsorship arrangements to MFANZ

Appropriate partnerships and sponsorships will increase the range and level of financial and other resources available to MFANZ to assist in achieving our purpose and vision through delivering on our pillars of service.

5 Partnership and sponsorship principles

MFANZ will consider partnership and sponsorship arrangements with other organisations and individuals where such an arrangement is consistent with our purpose and vision.

Independence: All decisions, statements, activities and advocacy positions will be made independently. A sponsorship agreement will not impose conditions that would limit, or appear to limit, MFANZ's ability to carry out its functions fully and impartially.

Transparency: All partnerships and sponsorships will be publicly declared, for example: on the MFANZ website and in annual reports.

Equity and fairness: MFANZ will engage with all relevant companies in a fair, non-exclusive manner.

Patient-centric: All partnership and sponsorship decisions are made with the best interests of people with migraine in Aotearoa New Zealand in mind.

Integrity: MFANZ will maintain the highest ethical standards in all partnership and sponsorship interactions.

6 Scope

This policy applies to all forms of partnerships and sponsorship, including but not limited to:

- financial donations and grants
- educational partnerships
- event sponsorship
- research collaborations
- advisory arrangements
- in-kind contributions and gifts
- digital and marketing partnerships.

7 Process

The process will support the establishment of partnership and sponsorship arrangements that will improve MFANZ's ability to meet its strategic goals, and manage any associated risks.

Partnerships and sponsorships may be accepted provided there are no conditions that could compromise independence or influence the charity's messaging, priorities or governance.

The process involves:

- An initial consideration of purpose, benefit, costs and risk by the co-founders.
- Assessment of potential partners.
- Formalising the agreement.
- Review and reporting of the partnered project.

Initial considerations

Initial consideration of a potential partnership or sponsorship arrangement should address purpose, anticipated benefits and costs and potential risks. Primarily, the purpose must be consistent with MFANZ's strategic objectives, the benefits should outweigh the costs and all identified risks should be able to be managed.

If a potential partnership/sponsorship passes these initial considerations then it's appropriate to take the next step.

Assessment of potential partners

When discussions with potential partners or sponsors have generated some strong prospects, those partners should be formally assessed through the Due Diligence Requirements in this policy.

Formalising the agreement

Depending on the scope of the arrangement, sponsorship and partnership agreements should be subject to a written agreement. This might take the form of a Memorandum of Understanding (MOU), a contract or an exchange of letters.

The basic items that should be covered in an agreement are the:

- purpose, scope and duration of the partnership or sponsorship
- roles, responsibilities and deliverables of both parties
- benefits to MFANZ and the proposed partner, including:
 - economic benefits
 - branding of any events, resource or activities
 - the form or forms of partnership acknowledgment to be available; and
 - ownership and use of any intellectual property generated.

The agreement should also emphasise that the partnership will have no actual or perceived impact on the independence of MFANZ, nor its ability to carry out its pillars of service with integrity.

Review and reporting of the partnership or sponsorship

Income or other benefits generated from sponsorships and partnerships are to be reported as part of the annual audit of financials.

Examples of partnerships and sponsorship

The following are examples of potential partnerships and sponsorship agreements.

Grants

MFANZ may accept grants from partners when:

- grants support general educational activities about migraine awareness, management or support
- grants align with MFANZ's strategic priorities and pillars of service
- full transparency and disclosure requirements are met.

Event sponsorship

MFANZ may accept event sponsorship when:

- sponsorship supports one of MFANZ's pillars of service.
- while sponsors can offer input, all final decisions about event content, speakers and educational materials are made solely by MFANZ.

Educational resources

MFANZ may develop educational materials with sponsors when:

- content is developed independently by MFANZ or in partnership with recognised medical experts (for example, MFANZ's Clinical Advisory Group)
- information is evidence-based, balanced and clinically appropriate
- all materials include appropriate disclaimers and funding acknowledgments.

Research collaborations/research funding

MFANZ may engage in research with funding or sponsorship for research when:

- company involvement is limited to funding provision without influence on research design, data collection, analysis, interpretation, presentation or dissemination of results.
- funding or sponsorship will not compromise academic freedom or research integrity
- all research outputs include appropriate disclaimers and funding acknowledgments.

Other

For other engagements, the partnership and sponsorship principles are used to guide decision making.

Examples of unacceptable engagements

MFANZ will not engage in the following partnership and sponsorships

Product endorsements

- Promoting particular treatments over others without medical justification.
- Allowing MFANZ branding on patient education materials not developed by MFANZ in ways that suggest endorsement, unless agreed in writing by both parties that endorsement is of benefit to both parties and for people with migraine in New Zealand.

Marketing activities

- Providing patient databases or contact information for marketing purposes.
- Co-branding materials that could be perceived as promotional rather than educational.

Compromised independence

- Entering agreements that restrict MFANZ's ability to comment on treatments or policies.
- Allowing partnership or sponsorship representatives on its governing bodies.

8 Due diligence requirements

MFANZ will conduct due diligence before engaging with any company, including:

- review of the company's reputation.
- assessment of alignment between the proposed engagement and MFANZ's purpose, vision and pillars of service
- evaluation of potential conflicts of interest
- risk assessment of potential reputational impact.

9 Transparency and disclosure

Public Disclosure

MFANZ will maintain public transparency through:

- annual disclosure of all partnership and sponsorship funding sources and amounts in annual reporting
- clear acknowledgment of support in relevant materials and events
- regular reporting to members and stakeholders about funding sources.

10 Conflict of interest

Any volunteers or employees must declare any actual or perceived conflicts of interest, including personal or financial ties to partnership and sponsorship companies.

A public register of declared conflicts will be maintained.

11 Review

This policy will be reviewed annually.

12 Publication

For transparency, this policy will be available on the Migraine Foundation Aotearoa New Zealand website.

Policy approval

Approved by: Migraine Foundation Aotearoa New Zealand cofounders

Date: March 2026 **Review date:** March 2028