



ISRM Commercial Affiliate

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Since 1921 ISRM has had experience of promoting good management practice and improving health and safety standards in sport and recreation. In that time it has built up an excellent reputation for independence and honesty in the industry. ISRM would like to believe that its Commercial Affiliates take a similar attitude towards business ethics and has drawn up a code of conduct and good practice to reinforce this. This is reproduced below and a commitment to it is a condition of affiliation.

COMMERCIAL AFFILIATES CODE OF CONDUCT AND GOOD PRACTICE

At all times a Commercial Affiliate shall uphold the good standing and reputation of the ISRM and shall agree to carry out their business in the spirit of the following code:

1. The seal of the Institute may not be used as an endorsement.
2. To trade in a professional and ethical manner at all times.
3. To commit themselves, their employees and associates to this code of conduct and good practice by providing a high quality of service to customers either purchasing or enquiring about equipment, products and services.
4. To comply, at all times, with the requirements of any current and relevant legal requirements, including statutes, regulations, codes of practice, guidelines and recognised standards relating to performance and advertising their business.
5. Not to denigrate, in any way, a competitor's products, equipment or services.
6. To endeavour to fulfil all contractual obligations.
7. Not knowingly perform any act or transmit information that could reasonably be construed as bringing the Institute of Sport and Recreation Management, into disrepute.
8. To operate an equal opportunities policy.
9. To endeavour to operate in an environmentally friendly way at all times

By joining ISRM as a Commercial Affiliate you will receive the many benefits listed below.

ISRM – an introduction

ISRM is the only national professional body for those involved exclusively in providing, managing, operating and developing sport and recreation services in the United Kingdom. The Institute is a registered charity.

What is a Commercial Affiliate?

To be considered for membership in this category your business will fall under the following definition: Products or services developed in large quantities for use by the industry. Profit will be your company's main objective. If this description seems inappropriate for your organisation then corporate affiliation may be more appropriate. www.isrm.co.uk for details.

Benefits of being a Commercial Affiliate

- **Use of logo** – entitled to use the ISRM Commercial Affiliate logo on promotional material, subject to appropriate terms and conditions.
- **Discounts on magazine advertising** – entitled to discounts on advertising in ISRM's highly respected magazine, 'Recreation', which contains articles on all aspects of sport and recreation provision. Commercial Affiliates also receive a free copy of the magazine.
- **Direct mail** – 10% discount on use of our direct mail service (now consisting of 13,463 contacts in the sport and recreation sector). Discount will only apply when mailing to at least 3 categories (4 categories in total).
- **Sponsorship** – priority access to, and discount on, sponsorship opportunities as offered by ISRM's business development team.
- **Discount on exhibition space** – Commercial Affiliates are entitled to discounts on exhibition stands at ISRM's annual conference, seminar and exhibition, plus other events. These events bring together the nation's sport and recreation professionals, together with many local authority elected members. If you want to meet and influence those who matter in the market, then this is where to do it.
- **Information mailings** – regular emails containing information on meetings and policy developments, as well as ISRM's famous 'Information Notes', which cover health and safety, technical issues and sport and recreation management and development.
- **Discounts on suppliers register entries** – ISRM's suppliers register is a comprehensive directory of sport and recreation products and services. It is produced ten times a year in ISRM's magazine Recreation and is used by members and magazine subscribers when they wish to make a purchasing decision. ISRM's advisory service also receives frequent calls from persons seeking information who are often referred to companies in the suppliers register.
- **Advisory service** – access to ISRM's free advisory service.
- **Members online directory** – you will be included in the definitive guide to sport and recreation management and development professionals.
- **Regional** – access to the regional CPD events network of sport and recreation professionals.
- **Vocational training** – advance notice of industry relevant training opportunities taking place around the country.
- **Job vacancies** – industry specific job vacancy information.
- **Representation** – ISRM works at the highest level on behalf of its members to influence government, national agencies and European institutions.
- **Website** – access to the members only section of the website. Listing on ism.co.uk and link to your website with logo.

Please note that Commercial Affiliates do not receive voting rights.

Becoming an ISRM Commercial Affiliate

- 1 Read the benefits of becoming an ISRM Commercial Affiliate and study the Commercial Affiliates' code of conduct and good practice.
- 2 Complete the enclosed application form. Further copies of this are available from www.isrm.co.uk or on request from ISRM – call 01509 226474 or email info@ism.co.uk

Cost

The Commercial Affiliate fee is £315 (inclusive of VAT), as at 1 January 2009.

Commercial affiliation runs from 1 Jan to 31 Dec each year. You will be invoiced pro-rata depending on your date of joining

Contact information**SECTION****1**

Contact name:

Job title:

Organisation name:

Address:

Tel:

Fax:

Email:

Website:

Postcode:

Description of business or service provided**SECTION****2**

Supplementary information**SECTION****3**

Please provide details of your activity in the sport and recreation industry – either projects with which your company has been associated, or key customers (further evidence may be requested).

Payment details

- I enclose a cheque payable to 'The Institute of Sport and Recreation Management' (or 'ISRM') for the amount of:
- I enclose an official order form. Number:
- I wish to pay by credit card/Switch/Maestro (see section below)

Address for invoicing

- Please use the address in section 1 above
- Please use this address:

Name:

Contact Tel:

Organisation:

Address:

Postcode:

Credit/debit card payment

I wish to pay by Visa: Mastercard Switch/Maestro

Amount:

Card number:

Expiry date: Issue number (Switch/Maestro only) Card security code*

Name on card:

Account address:

Postcode:

Signature:

Statement

The company agrees to abide by the code of conduct and good practice for Commercial Affiliates.

Signed:

Name:

Position:

Date:

*Your credit card has a unique card security code. On Visa and MasterCard credit cards this is the last three digits printed on the signature strip on the reverse of the card.

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