

# Criteria and Application Guidelines for the Picky Sponsorship Programme

The Picky Sponsorship Programme is designed to support performance or development athletes from Orkney with their training by offering them a one-year ActiveLife membership. The recipients of this award will have all the same benefits as a paying member.

This scheme is funded by The Pickaquoy Centre Trust and can support individuals that are taking part in recognised sports. We hope it will make a real difference to the quality of sports performance for people living in Orkney.

The overarching aim of this scheme is to improve opportunities for Orkney based athletes to participate, progress and achieve in sport by helping to prepare Orkney's athletes living and training locally to perform on a regional, national and international stage.

## 1. What do we expect all funded applications to demonstrate?

A successful application to the Picky Sponsorship Programme will demonstrate that:

- There is a need for the membership to support the athlete's training and competition programme.
- The athlete is committed to their training and competition programme.
- The athlete's plans are realistic, well thought out and represent value for money.

## 2. Who can apply?

*The Pickaquoy Centre Trust can support individuals who:*

- Have been a permanent resident of Orkney for over 12 months and will reside in Orkney for the duration of the sponsorship year.
- Is an athlete who is currently or working towards competing at a regional, national or international level or is part of a regional squad in a team sport.
- Is committed to their own development expressed through goals, aspirations, mind-set and dedication.
- Is part of a national training squad, working with experts in organisations such as **sportscotland** and UKsport; or is recommended by the relevant Sport's Governing Body.

*The Pickaquoy Centre Trust cannot support:*

- Whole squads or teams.
- Sports that are not recognised by **sportscotland** (See link for recognised sports <https://sportscotland.org.uk/sport-a-z/>).
- Late applications that have missed the deadline.

## 3. When should you apply?

Applications must be submitted by Sunday 1<sup>st</sup> March 2026.

## 4. What this programme funds?

The programme awards athletes an individual annual ActiveLife membership. Under specific circumstances, a family membership may be considered.

## 5. What happens if you are successful?

The Pickaquoy Centre will issue an offer letter and acceptance form outlining the terms and conditions of the sponsorship. Successful candidates will be required to attend a meeting at The Pickaquoy Centre at an agreed time for a programme introduction and photo shoot (date and time to be confirmed). Applicants may submit the acceptance form at any time up to and including the date of the agreed programme introduction meeting.

## 6. What happens if you are unsuccessful?

Applicants who are unsuccessful will receive a letter within four weeks of application closing to inform them of the decision. There is no appeal procedure for this sponsorship programme and the selection panel's decision is final.

## 7. How do you apply?

### Check eligibility

Read this guide, check that you are eligible to apply and that you meet the terms and conditions of the scheme. A successful application for 2026/27 does not guarantee future sponsorship, applicants must reapply annually.

### You complete an application form and send it to us

We need to receive your application by Sunday 1<sup>st</sup> March 2026. This gives us time to assess your application and you time to send back any additional information we ask for.

### We assess your application

We will acknowledge your application within five working days and will ask you for further information where necessary. Once your application is complete, it will be assessed by a panel at The Pickaquoy Centre Trust. We might contact you with questions at any time during our assessment. Please note that if necessary, decisions will be taken by a majority vote of the panel.

### We tell you our decision

Once your application is complete, we will give you a decision by Monday 16<sup>th</sup> March 2026. If your application is unsuccessful, you will receive a letter to notify you that you have been unsuccessful.

### You start your programme

If your application is successful, you should sign and return the Acceptance of Sponsorship form which can be submitted up until the day of the programme introduction and photo shoot.

## 8. What is expected?

Successful applicants will be expected to acknowledge The Pickaquoy Centre on all publicity, marketing materials and at sporting events where relevant throughout the duration of their sponsorship.



All successful candidates are expected to be in attendance at the programme introduction and photo shoot.

The Pickaquoy Centre reserves the right to cancel your sponsorship with 30 days' notice if you do not adhere the Conditions of Support which includes full engagement.

## **9. If you have questions**

All enquiries can be sent to Hannah Cursiter, Customer Engagement Manager, by email: [hannah.cursiter@picaquoy.com](mailto:hannah.cursiter@picaquoy.com)