

Sponsorship Policy

Purpose of this policy

The purpose of this policy is to define the principles for Norwood Croquet Club Inc (the Club) to follow when developing sponsorship.

Sponsorship provides the Club with an important source of income to support the maintenance and growth of the Club. It is important that there is no conflict of interest with the values, goals, and ethics of the Club in sponsorship arrangements.

Definitions

Naming rights means the exclusive right of the Club to name or brand an event or program and for that name/brand to be reflected on formal signage and communication in relation to the event or program.

Political messages means the display of any messages that endorse a political party, ideal, political opinion or position and will not be displayed by the Club.

Sponsorship means any agreement where a business provides funds, resources, or services in return for some rights. Sponsorship is not philanthropic.

Roles and responsibilities

The Club Committee is responsible for adopting this policy and providing the appropriate approvals associated with the development of sponsorship and sponsoring.

Sponsorship Officer is responsible for the implementation of this policy.

Policy Statement.

The Club supports seeking sponsorship and obtaining and managing sponsors. The Club does not support the promotion of any messages regarding tobacco, alcohol, gambling, adult entertainment, or political messages.

All sponsor's messages need to be approved by the Club Committee before installation and to ensure that to any reasonable person the messages are not offensive or discriminatory.

The Club reserves the right to refuse any messages that it deems are inappropriate.

The Club must ensure the messages are covered by insurance to an appropriate level.

Sponsorship procedure

Sponsorship application completed by potential Sponsor and submitted to the Sponsorship Officer, which detailed

- Level of sponsorship
- Term of sponsorship
- Details of proposed signage, including graphics design and material specification
- Names and contact details of Sponsor
- Signature of Sponsor

If the Sponsorship application is approved by the Club, it will be signed by the President and Secretary and this forms the Sponsorship Agreement.

The Sponsor will be sent a copy of the signed agreement and required to pay the sponsorship amount.

Installation of the signage will be agreed by the Sponsorship Officer and the Sponsor.

Not all applications for sponsorship or naming rights may be approved.

Naming rights

Application for naming rights will be considered by the Club Committee.

The term of naming rights are related to the term of the sponsorship agreement.

Date Introduced:	April 2024
Date Reviewed/Revised:	
Date for next Review/Revision:	