

SPONSORSHIP POLICY

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PURPOSE:

To ensure that decisions about the type of sponsors a club wishes to be involved with are well documented and that is adhered to when approaching or being approached by sponsors.

To provide the committee with a guide to safeguard against inappropriate commercial interests becoming associated with the club and to ensure the club's values and vision are reflected by its business dealings.

POLICY:

North East Windsport Club (NEWC) encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities and events.

The Commodore and/or the nominated Sponsorship Officer have the authority to seek and negotiate corporate sponsorship agreements for the approval of the committee. These negotiations must be in line with the policy statement below.

Sponsorship participants must all be from reputable organisations whose public image, products and services are consistent with the values and goals of NEWC.

EXAMPLE POLICY STATEMENTS:

NEWC committee and nominated Sponsorship Officer:

- Discourage arrangements with organisations that conflict with existing club policies – eg tobacco companies
- Will ensure that the sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- Will ensure that the sponsorship agreement maintains the professional image of all parties
- Will develop and maintain a positive relationship with our sponsors through regular communication
- Reserve the right to accept products for distribution on merit, not because they are free
- Will ensure that the club obligations under the sponsorship arrangement are met
- Will ensure that the sponsorship allocated is spent in the manner for which it was provided
- Will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement
- Do not explicitly endorse the sponsor or its product through its association