

ACT Veterans Athletics Club (ACTVAC)

Sponsorship Policy

Sponsorship relates to mutually beneficial arrangements between ACT Veterans Athletics (the Club) and individual and corporate entities (third parties) for the benefit of Club members. It involves monetary payment and/or provision of financially valuable goods and/or services by third parties to the Club and its members. The Club may agree with third parties to acknowledge and/or promote through Club resources the parties' goods or services, or any other contribution, to members of the Club.

Key principles guiding policy

- 1) The Club funds its annual athletics programs through annual membership fees and annual sport and recreation grants from the ACT Government. The Club has no need to seek to increase the small proportion of the total annual use of funds attributed to the annual receipt of moneys and of financially valuable services and goods in kind due to current sponsorship and other one-off support or in-kind arrangements. Similarly, the Club has no need to seek paid advertisements in its electronic or hardcopy publications to fund its annual expenditure.
- 2) The Club acknowledges the benefits to the Club and members of existing relationships with third parties, some of which are set out in documents and others the result of long standing practice. Further, the Club has an open mind on sponsorship-type proposals from third parties, and in particular welcomes proposals presented in good faith that are in line with the Club's objectives.
- 3) The Club's Committee considers proposals for all sponsorship/support arrangement on a case-by-case basis..
- 4) The Committee assesses and decides each proposal on its merits, with fairness to members and third parties, equity with existing arrangements and clear and easily understandable (or transparent) arrangements being major considerations.
- 5) The formal decision by the Committee to approve an arrangement is necessary to make an arrangement valid and binding on the Club. Prior agreement with the Committee must be reached for each and any new arrangement.
- 6) Consideration by the Committee of any new proposals must also take full account of sponsorship/ support arrangements already existing.
- 7) The Club does not endorse in any way the goods and/or services supplied to members by the third party.
- 8) The Club will not consider any proposal that seeks to obtain "sole" or "preferred" supplier status for any party.
- 9) In general, the Club, as approved by the Committee, will provide a level of acknowledgement and/or recognition of the third party commensurate with the level of assistance provided to the Club and its members.

Implementation framework

The framework for sponsorship/support are:

- a) “*Sponsors*”: those providing discounts to members and a percentage of takings from sales/ services to members as financial benefits to the Club.
- b) “*Supporters*”: those providing discounts, prizes, donations or gifts to members, but no dollar remit to the Club.

Using this framework, the recognition accorded to the sponsor/supporter will be in proportion to the levels of support provided by the third party. Use of Club’s resources to do this may be through any or all of the following:

- prominent or special purpose acknowledgement, usually by logo or advertisement, in the Club’s newsletter *Vetrunner*;
- listing in *Vetrunner*
- acknowledgement on the Club’s web-site;
- announcements at Club meets; and /or
- acknowledgement in flyers produced for specific occasions.

The Committee decides other aspects of Club activities that form part of sponsorship/third party support arrangements from time to time.

The Club enters fair and equitable third party sponsorship arrangements to benefit members as athletes, and to contribute to the financial resources of the Club. Such arrangements include exchange of letters with clear descriptions of benefits to the Club and its members and the extent of recognition of the third party’s contribution by the club. All arrangements will be fully transparent to members. The Committee will keep all such arrangement under review.

Background

In April 2009 the Club has a limited number of written agreements with sponsors/supporters as follows:

- The Runners Shop
- Kingston Physiotherapy & Sports Injury Centre.

Each of the above provides specific material benefit to the Club and its membership. This is in the form of discounts for goods and services purchased by the Club or its members, and regular remittance to the Club of a payment equivalent to a percentage of their sales to members.

Other support is provided by a number of suppliers of services or goods e.g. the Southern Cross Club Wests (meeting rooms), Go Troppo (discounts on purchases).

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www.actvac.com.au