

# SPONSORSHIP POLICY

**Date – September 2022**

**Review date- September 2024**

## PURPOSE

To ensure that any decisions about the type of sponsors and sponsorship arrangements that the SCMTBC is involved with are well documented and that this policy 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.

## SCOPE

This policy applies to all members of the SCMTBC including office bearers, general committee members and subcommittee members.

## DEFINITIONS

For the purpose of this policy...

**A sponsor** will be determined to be a person or entity who gives a benefit to the club and receives a benefit to themselves in return. This definition also covers grantors ( entities that grant funds to the club).

**A sponsorship** will be determined to be any goods, services, grants or monies given to the club in return for a level of advertising or marketing of the sponsors.

## POLICY

The SCMTBC is open to the involvement of appropriate community and corporate sponsors in the provision of programs, facilities, and events. Any sponsorship arrangements entered into must be in line with the policy statements below.

- Sponsorship participants must be from reputable organisations whose public image, products and services are consistent with our values and goals. All offers of sponsorship will be addressed on their individual merit. Some but not all examples of sponsors that may not pass the values test are listed below. Tobacco related companies, alcohol products or outlets, food outlets selling what would be generally

classified by the community as junk food, online dating services, businesses' promoting products of a sexual nature.

- Sponsorship programs and/or activities should contribute, either directly or indirectly, to the quality or quantity of participation in the sport.
- All sponsorships should be reported on in accordance with normal financial reporting procedures.
- We will ensure that any sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- We will develop and maintain a positive relationship with our sponsors through regular communication
- We reserve the right to accept products for distribution on merit, not because they are free
- We will not enter into a new sponsorship arrangement where that conflicts with an existing sponsorship agreement
- We will ensure that the club's obligations under any sponsorship arrangement are met. If we do not believe we have the resources to meet the proposed obligations, we will not enter into such an arrangement
- We will ensure that any sponsorship allocated to the club is spent in the manner for which it was provided
- We will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement
- We do not explicitly endorse the sponsor or its product through its association with the club
- In the case of any future Gold, Silver, Bronze type sponsorship arrangements all sponsorships must be formalised through written agreements that clearly outline the benefits to all parties, the duration of the sponsorship and termination conditions.

### **GOLD, SILVER , BRONZE ( GSB) SPONSORSHIP PLAN**

The GSB sponsorship plan involving different levels of sponsorship from businesses will be discussed on a yearly basis as soon as practicable after each AGM. This plan is separate to any grants, trail kitty donations or any other forms of sponsorship listed below.

The current sponsorship policy does not allow for any more sponsorships of money or goods directly related to a gold, silver or bronze sponsor's arrangement.

## **OTHER FORMS OF SPONSORSHIP NOT INCLUDED IN THE GSB PLAN**

### **Discounts for members**

We will discuss and vote on the merits of any types of deals involving discounts on goods or services for members. If agreed upon we will offer to give a one off advertising of the discount via one or more of our media channels. If the discount is ongoing we will re-advertise on a six monthly basis.

### **Trail Kitty**

The Club's main sponsorship focus for the foreseeable future beginning in October 2020 will be a trail kitty fund. Donations for this kitty will only be used on trail building or maintenance projects. Funds can be used to purchase tools, equipment and materials or to pay for independent contractors. This money will be kept in a separate account to the club's general funds. No advertising or marketing will be offered for any donations to this fund.

### **Club support of sponsors through small scale advertising / marketing**

In most scenarios the type of marketing for this type of sponsorship will be a one off FB post and/or a one off message in an email to members. This type of advertising may be utilised in situations such as:

- Anyone who assists ongoing with events. E.g use of meeting rooms, halls or bike parks
- Anyone who donates or offers significant discounts on gifts or prizes for events or other projects. E.g- Bike shops for the club bikes , suppliers for giveaways or prizes for events or promotions
- Anyone who raises funds specifically for the clubs benefit. E.g - Fundraising tins, non club events designed to raise money to benefit the club
- Suppliers who give the club a good deal on goods. E.g - Sign writers, website designers, merchandise suppliers, foods suppliers
- Business that advertise or sell club merchandise on our behalf
- Organisations who show ongoing support. E.g - Government bodies, other community organisations or sporting clubs

### **Advertising on club equipment.**

There will be no marketing of businesses' or outside organisations on our equipment\*. This includes marquees, trailers, machinery, bikes etc.

\* An arrangement had already been entered into with the Bendigo Community Bank prior to this policy being formulated. This involves advertising on the club trailer. This arrangement will be reviewed and discussed yearly.

### **Grants**

All grant applications will not be submitted until the grants officer is of the understanding that if successful, our obligations under the grant's rules can be met and that acceptance of the grant will not involve a conflict with any points within this policy.