

# POLICY DOCUMENT #12:2006

## SPONSORSHIP AND GRANTS

### POLICY STATEMENT

To deliver high quality services to members while minimising increases in membership fees the Club will seek to generate income from a variety of mechanisms including commercial sponsorships, grants, donations or gifts, rebates and commissions.

### GUIDING PRINCIPLES

- The Club recognises that to achieve its Mission the Club must raise significant funds for specific projects and initiatives by mechanisms other than from members fees.
- This policy covers five mechanisms for raising funds for specific projects and initiatives.

1. **Sponsorship**, which is defined as an investment in the Club by an external party which yields a commercial return to the sponsor. Sponsorship may be in the form of:

Cash, where cash payment(s) is made in return for agreed sponsorship exposure and outcome(s). Cash payment is guaranteed provided the Club complies with the terms of the agreement and may be made upfront or through a process of periodical payments.

Contra/in-kind, where products or services are provided in return for agreed sponsorship exposure and outcome(s). The products or services would normally be ones that are a budgeted or required item for the Club.

2. **Grants**, which are defined as a formal conferment, legal assignment or thing granted to the Club for a specific, agreed purpose.

Grants usually, but not in all cases, consist of a sum of money. The most common source of grants are local, state and federal government bodies.

3. **Donations** or gifts which may be cash or products/services which are given freely and are unencumbered. The Club has no on-going obligation to the donor and is free to use the donation or gift as it sees fit.

4. **Rebates** involve a deduction from the sum paid, a discount or a partial refund allowed to the Club by a commercial supplier.

5. **Commissions** involve the Club acting as an agent in the promotion of a product or service on behalf for another party in return for a percentage of the sales of that product or service resulting from purchases by Club members.

- The Club will not accept sponsorships, grants, rebates or commissions which are in conflict with an existing sponsor's contract. Consideration of the rights of sponsors of the WA Cricket Association and its affiliates may be required in this context.

- The Club will not accept sponsorships, grants, rebates or commissions which require it to promote products or services that are considered to be offensive, may expose the Club to controversy or adverse criticism or are not consistent with the positive healthy image the Club wishes to be project.
- Examples of products and services the Club considers unsuitable include, but are not limited to, cigarettes, alcohol, fast food, gambling, tattooing/body piercing, hotels, taverns, bars, nightclubs, sex products and any form of activity which is contrary to normally accepted community standards, or is illegal.
- The Committee will appoint a Marketing Officer to hold designated overall responsibility for managing the Club's fundraising activities by the mechanisms covered in this policy.
- The Committee will develop standard procedures and proformas for managing the raising of funds using these mechanisms.
- All proposals for sponsorships, grants, rebates or commissions must be approved by the Management Committee before any binding agreements are entered into.

## **DELEGATIONS AND RESPONSIBILITIES**

All office bearers, Committee members, coaches, volunteers and members are responsible for ensuring the Club's endorsed policy is promoted and upheld.

## **RELATED CLUB POLICIES**

Safety and Health (#2:2006); Roles and Responsibilities of the Committee (#13:2006); Privacy and Personal Information (#11:2006).

## **RELEVANT EXTERNAL POLICIES, DOCUMENTS AND LEGISLATION**

This policy is based on drafts of policy documents obtained from WA Netball.