

SPONSORSHIP

1. Aim

The aim of this policy is to ensure that Balnarring District Netball Club (BDNC) acts in a consistent and ethical way when seeking and receiving sponsorships.

“Sponsorship” is a mutually beneficial arrangement or partnership between the BDNC and an external party whereby contribution of money or kind is made in return for recognition, acknowledgement or other promotional considerations. For the purpose of this policy, sponsorship excludes grants which are money, goods or other benefits provided to the recipient for a specified purpose.

2. Principles

2.1 Appropriate and ethical activity

BDNC representatives should always act in the BDNC’s interest by seeking sponsorships that are aligned with the BDNC philosophy.

The BDNC is a junior sporting club, and as such the BDNC Committee will exclude sponsorship applications from sponsors that:

- Have a core business which provides or promotes tobacco, alcohol or gambling
- Discriminates against any person
- Has a high potential to embroil the BDNC in controversy

Should a BDNC Committee member be personally affiliated with a prospective sponsor (potential conflict of interest) they will declare this potential conflict and will abstain from all decision-making processes and approvals.

2.2 Open and effective competition

This Sponsorship Policy will be made publicly available on the BDNC website to be transparent and provide potential sponsors with a genuine opportunity to do business with the BDNC.

2.3 Effective management of sponsorship

The BDNC will ensure that all sponsorship agreements are documented and clearly articulate the terms and conditions of the arrangement, including the procedures for making payments, and an end date or the requirement for an annual review

3. Sponsorship types

There are four sponsorship types at BDNC.

3.1 Bendigo Bank Sponsorship

The Balnarring & District Community Bank provide the BDNC ongoing significant funding. To recognise this sponsorship support, the BDNC will display Balnarring & District Community Bank signage on BDNC fencing in the area outlined in orange (table 1) at no cost. This is the most prominent signage area which reflects the significance of the relationship.

The Balnarring & District Community Bank will also be promoted on the BDNC website, BDNC social media and at the BDNC annual Presentation event.

3.2 BDNC Sponsorship

The BDNC offers local businesses the opportunity to sponsor the BDNC. This sponsorship type involves:

- Tier 1: \$1,000 per calendar year
- In return the local business can arrange at their cost a sign (1800 x 900) to be displayed on one fence panel. Tier 1 fence panels will be located in the area outlined in yellow.
- The sponsor is responsible for all signage design and printing costs. The sponsor may print two panels and place one on the inside of the fence as well at no additional sponsorship cost.
- The sponsors will also be promoted on the BDNC website, BDNC social media and at the BDNC annual presentation event.
- BDNC will not enter into agreements with more than two Tier 1 Sponsors offering the same products (e.g. there will not be more than two building companies).
- In general BDNC will utilise these sponsorships to develop future and aspiring leaders and overall skill development within the club.

3.3 In-kind Sponsorship

If local businesses wish to sponsor the BDNC by other means (eg prizes for raffles, membership discounts etc) they should contact the BDNC. In return for this in-kind sponsorship the local business will be promoted on the BDNC website, social media and at the BDNC annual presentation event.

3.4 Anonymous Angels

If local businesses or individuals wish to sponsor members of the community that may be experiencing financial hardship they should contact the BDNC. They can nominate the amount they would like to contribute towards playing fees, and other than the Executive Committee, their incredibly kind and impactful donation will remain anonymous.

3.5 Table 1: Sponsorship Fence/Signage Allocations



4. Sponsorship Terms and Conditions

4.1 Sponsorship Application

All sponsorships require the approval of the BDNC Committee. BDNC will take into consideration this policy when considering applications.

All signage artworks must be pre-approved by the BDNC President or Vice President prior to printing.

4.2 Sponsorship Renewals

In the last quarter of a calendar year the BDNC will contact sponsors to ascertain their ongoing support.

Should a sponsor wish to continue their support, they will maintain their fencing allocation/position and the BDNC will invoice the sponsor their sponsorship fee which must be paid in full by the end of the calendar year.

Should a sponsor no longer wish to continue as a sponsor, their signage will remain displayed until the end of the year, at which time it will be removed.

BDNC will keep waiting lists for businesses wanting to obtain a higher level sponsorship in the event the fence panels are fully allocated.

4.3 Signage maintenance

BDNC takes no responsibility for panels that are vandalised or damaged. Panels that are damaged and that are deemed a safety risk to BDNC members will be removed and must be replaced by the sponsor at their own cost.