



## Drysdale Clifton Springs Pickleball Club

### Sponsorship Policy

**Purpose:** The purpose of this Sponsorship Policy is to outline the guidelines and criteria for securing, managing, and maintaining sponsorship agreements for Drysdale Clifton Springs Pickleball Club. The Club values its sponsors and strives to create mutually beneficial relationships that align with the club's values and goals.

#### 1. Sponsorship Objectives:

- To raise funds to support the club's programs and activities.
- To create long-term, sustainable partnerships that contribute to the club's development.
- To enhance the club's visibility and community engagement through the promotion of sponsor brands.
- To ensure alignment between the club's values and the sponsor's values, products, and services.

**2. Types of Sponsorships:** Drysdale Clifton Springs Pickleball Club offers the following sponsorship tiers with a duration of 12 months. Existing sponsors and new sponsors are renewed and secured intermittently throughout the year:

- **Gold Sponsor - \$2,000 annual sponsorship payment**
  - Exclusive naming rights for a specific Club event each year.
  - Signage
    - Large sign (2.4m x 1.2m) provided and owned by the sponsor for display at the Clifton Springs outdoor courts.
    - Sandwich board (900mm x 600mm) provided and owned by the sponsor for display at the Drysdale indoor courts.
  - Communication
    - Twelve (12) Facebook posts each year using sponsor logo provided by the sponsor in JPEG and PNG formats.
    - Sponsor logo listed in the sponsorship section on the Drysdale Clifton Springs website using sponsor logo provided by the sponsor in JPEG and PNG formats.

- Sponsor logo listed on the Drysdale Clifton Springs newsletter using sponsor logo provided by the sponsor in JPEG and PNG formats.
- **Silver Sponsor - \$1,000 annual sponsorship payment**
  - Signage
    - Medium size sign (22.4m x 1.2m) provided and owned by the sponsor for display at the Clifton Springs outdoor courts.
    - Sandwich board (900mm x 600mm) provided and owned by the sponsor for display at the Drysdale indoor courts.
  - Communication
    - Six (6) Facebook posts each year using sponsor logo provided by the sponsor in JPEG and PNG formats.
    - Sponsor logo listed in the sponsorship section on the Drysdale Clifton Springs Pickleball Club website using sponsor logo provided by the sponsor in JPEG and PNG formats.
    - Sponsor logo listed on the Drysdale Clifton Springs Pickleball Club newsletter using sponsor logo provided by the sponsor in JPEG and PNG formats.
- **Bronze Sponsor - \$500 annual sponsorship payment**
  - Communication
    - Three (3) Facebook posts each year using sponsor logo provided by the sponsor in JPEG and PNG formats.
    - Sponsor logo listed in the sponsorship section on the Drysdale Clifton Springs Pickleball Club website using sponsor logo provided by the sponsor in JPEG and PNG formats.
    - Sponsor logo listed on the Drysdale Clifton Springs Pickleball Club newsletter using sponsor logo provided by the sponsor in JPEG and PNG formats.
- **Operational process for annual sponsorship payments**
  - The Sponsorship Team manage the annual renewal of sponsorship in a timely manner, liaise with existing and potential sponsors through the provision outlined in the Club sponsorship prospectus.
  - Once sponsorship is secured, the Sponsorship Team provide the Club Treasurer with sponsor details, request that the sponsor be invoiced for the appropriate tier amount and provide the Club Treasurer with the relevant tier Sponsor Welcome Letter to accompany the raised invoice.
  - The Club Treasurer informs the Sponsorship Team when the raised invoice has been paid in full by the secured sponsor.
  - Once the sponsorship invoice has been paid in full, the Sponsorship Team implement the Club obligations to the secured sponsor relevant to the appropriate sponsorship tier outlined in the Clause 2.

### 3. In-kind donations and discounts for goods and/or services

- An external entity may donate goods and/or services or provide a discount on goods and/or services in-kind to the club that directly support an event or initiative.
- The valuation and recognition for in-kind donation and discount will be assessed annually as of 30 June by the Club Treasurer and Sponsorship Team, based on fair market value as documented by both parties. In-kind donations and/or discounts will be recognised in a manner equivalent to the corresponding monetary sponsorship tier outlined in Clause 2 and applied as of the following financial year beginning 1 July.
- Any donation of or discount on goods and/or services that does not meet the lowest sponsorship tier will not be regarded as a sponsor, instead the donation or discount will be acknowledged at the respective event or initiative.
- All in-kind contributions and discounts require prior approval from the Club Committee to ensure their relevance and recorded accordingly in the meeting minutes.
- In-kind donations will be used solely for the designated purpose, event, project or program. Any unused goods or services may be returned to the external entity or repurposed for future initiatives, with prior agreement from both parties.

### 4. Club Member Discounts

- Discounted product and/or services from a business entity that benefits members of the Drysdale Clifton Springs Pickleball Club, not the club itself.
- Club Member Discounts will be promoted regularly to club members through the Drysdale Clifton Springs Pickleball Club newsletter and Facebook page.

### 5. Sponsorship Criteria

- **Alignment with Club Values:** Sponsors should demonstrate a commitment to sportsmanship, fair play, and positive community engagement.
- **Non-Conflict of Interest:** Sponsors should not be in direct competition with existing sponsors or other key stakeholders of the club.
- **Legal Compliance:** All sponsors must comply with the state of Victoria laws and regulations, including but not limited to, advertising, health and safety, and consumer protection laws.
- **Ethical Standards:** Sponsors must not promote products or services that conflict with the club's image or public perception.

### 6. Use of Sponsor's Brand:

- Sponsor's logos and branding will be used fairly and responsibly as outlined in the Drysdale Clifton Springs Pickleball Club Sponsorship Prospectus, Sponsor Welcome Letter and Section 2 of this policy document.

- The club will ensure that the sponsor’s branding is used appropriately and in a manner that aligns with the sponsor’s image and expectations.
- The club will host annual or semi-annual sponsor appreciation events to strengthen relationships and provide further recognition.

**7. Sponsorship Renewal and Termination:**

- Sponsors will be contacted each year by the Sponsorship Team to review and renew the sponsorship package that is most appropriate for both the Sponsor and Drysdale Clifton Springs Pickleball Club.
- Either the Sponsor or Drysdale Clifton Springs Pickleball Club can give the other party seven (7) days written notice to terminate the sponsorship partnership if it is identified that values are no longer aligned.

**8. Confidentiality and Privacy:**

- Both the Sponsor and Drysdale Clifton Springs Pickleball Club will maintain confidentiality regarding proprietary information and any non-public aspects of the sponsorship agreement.

Drafted by - Sue Shannon, Peter Crowley, Jos Kurrle	Responsible people – Sponsorship Team and Treasurer
Approved by committee / /	Scheduled review date / /