



Sponsorship Policy

October 2024

Purpose of this policy

The purpose of this policy is to define the principles for Croquet SA to follow when developing sponsorship.

Sponsorship provides Croquet SA with an important source of income to support the maintenance and growth of the organisation. It is important that there is no conflict to of interest with the values, goals, and ethics of Croquet SA in sponsorship arrangements.

Definitions

Naming rights means the exclusive right of Croquet SA to name or brand an event or program and for that name/brand to be reflected on formal signage and communication in relation to the event or program.

Political messages means the display of any messages that endorses a political party, ideal, political opinion or position, and will not be displayed at Croquet SA.

Sponsorship means any agreement where a business provides funds, resources, or services in return for some rights. Sponsorship is not philanthropic.

Roles and responsibilities

The Board is responsible for adopting this policy and providing the appropriate approvals associated with the development of sponsorship and sponsoring.

The Sponsorship Officer is responsible for the implementation of this policy.

Policy Statement.

That Croquet SA supports seeking sponsorship and obtaining and managing sponsors. Croquet SA does not support the promotion of any messages regarding tobacco, alcohol, gambling, adult entertainment, or political messages.

All sponsor's messages need to be approved by the Board before installation of signs and to ensure that to any reasonable person the messages are not offensive or discriminatory.

The Board reserves the right to refuse any messages that it deems are inappropriate.

Sponsorship procedure

Sponsorship application is completed by potential Sponsors and submitted to the Sponsorship Officer, which detailed

- The level of sponsorship
- The term of sponsorship
- The details of proposed signage, including graphics design and material specification
- The names and contact details of Sponsor
- Signature of Sponsor

If the Sponsorship application is approved by the Board, it will be signed by the President and Treasurer and forms the Sponsorship Agreement. The Sponsor is responsible for generating the sign.

The Sponsor will be sent a copy of the signed agreement and required to pay the sponsorship amount.

Installation of the signage will be agreed by the Sponsorship Officer and the Sponsor.

Not all applications for sponsorship or naming rights may be approved.

Naming rights

Application for naming rights will be considered by the Board.

The term of naming rights are related to the term of the sponsorship agreement.