

Canning River Canoe Club (CRCC)

CRCC POLICY 2: **Sponsorship**

Version: **1.1 – FINAL**

Responsible Member: **Marketing Coordinator**

Endorsed By: CRCC Committee

Date: 23 May 2011

1. Introduction

This policy has been endorsed by the Canning River Canoe Club to provide strategic direction and guidelines for the following three sponsorship categories:

- 1.1 Club Sponsorship - Implementation of a sponsorship program for the financial support of the club and how the club can deliver value back to its sponsors.
- 1.2 Event Sponsorship - Implementation of a sponsorship program for the financial support of a specific club event and how the club can deliver value back to its sponsors.
- 1.3 Athlete Sponsorship - Implementation of a sponsorship program for the financial support of a club member seeking assistance to compete in paddling events.

2. Amendments to Policy

An application to amend this policy may be made by any full financial club member (applicant) in accordance with the following process:

- 2.1 Application in writing to Marketing Coordinator outlining amendments to policy and providing reasons.
- 2.2 The Marketing Coordinator will word the amendment appropriately such that the intent from the initial application is preserved. Marketing Coordinator will forward amended policy clause and reasons with recommendation to Committee. The applicant will also receive a copy of the amendment as worded by the Marketing Coordinator and forwarded to the Committee.
- 2.3 Committee members will have no less than 14 calendar days to consider and respond to policy amendment application.
- 2.4 The Committee will vote on the amendment as provided with a simple agree/ disagree/ requires discussion by submission in writing to President. The outcome will be by simple majority. In the event there is no clear majority, the application will become an item at the next Committee meeting.

- 2.5 The President will advise the Committee of the outcome being either “Approved”, “Not Approved” or “Requires Discussion”
- 2.6 If the outcome is “Approved”, the Secretary will amend the Policy accordingly and the applicant will be so advised.
- 2.7 If the outcome is “Not Approved”, the Policy will remain unchanged and the applicant will be so advised.
- 2.8 If the outcome is “Requires Discussion”, then such discussion will occur at the next Committee meeting and a vote held at that meeting and action taken in accordance with 2.6 or 2.7 above. In the case of no clear majority, the President shall determine application.

3. Marketing Coordinator

A Marketing Coordinator will be nominated and appointed at each Annual General Meeting or as otherwise required by the Committee. One of the roles of the Marketing Coordinator is to oversee the implementation of this Sponsorship Policy.

4. Club Sponsorship

Club Sponsorship relates to assistance provided to the CRCC in the form of cash, goods or services by a person or enterprise to be utilised in the general running of the club and its programs. It will be CRCC intent to raise approximately 50% of sponsorship in cash. Sponsorship differs to donations in so far as the club will have specific obligations to a sponsor, whereas a donation is simply a gesture of goodwill by the provider of the donation.

CRCC will seek to treat all sponsors equitably relative to the level of sponsorship provided.

It is important to communicate with potential sponsors the commercial benefits associated with providing sponsorship to CRCC. It is not uncommon for people interested in paddlesports to initially make contact with a club prior to having any real experience with the sport or having their own equipment. In addition experienced paddlers will often provide potential sponsors with business through upgrading existing equipment, acquisition of additional equipment and maintenance of equipment.

All Club Sponsorship packages will be for a minimum duration of one year running from 1 October to 30 September. Sponsors will be able to commit to durations greater than one year.

4.1 Gold Sponsor

The Gold Sponsor level is the highest level of club sponsorship and will be limited to two sponsors that are not in direct competition with each other. The CRCC Gold Sponsorship package will include the following privileges for sponsors:

- 4.1.1 CRCC will issue membership cards to all members that will entitle members to specific benefits from sponsors. The membership card will include the Gold Sponsors brand and may

entitle members to discounts for sponsor's merchandise. For this entitlement members must agree to have their contact details added to the sponsor's database.

- 4.1.2 Gold Sponsors will be entitled to free club membership over the sponsorship period for two nominated members of its staff.
- 4.1.3 Gold Sponsors will have prominent brand positioning on the Club website's landing page with direct link to own website.
- 4.1.4 Gold Sponsors will have prominent brand positioning on all Club communications, programs and flyers.
- 4.1.5 Gold Sponsors may have their brand displayed on selected club merchandise produced in the period of membership for sponsorship commitments of two years or greater.
- 4.1.6 Gold Sponsors will be given the opportunity to display their product at club events in their preferred location.
- 4.1.7 Gold Sponsors will be given the opportunity to present to CRCC's membership with any promotions.
- 4.1.8 Gold Sponsors will be given contact details of members (with members consent) to directly market to them.
- 4.1.9 Gold Sponsors will be given first right of refusal to CRCC Event Sponsorship.
- 4.1.10 Gold Sponsors will be given free entry for up to two paddlers for any club event.
- 4.1.11 Gold Sponsors will receive free food and beverages at any club event.
- 4.1.12 Gold Sponsors will be included in marketing promotions to groups such as school children and industry groups.

4.2 Silver Sponsor

The Silver Sponsor level is the second highest level of club sponsorship and will be limited to four sponsors that may or may not be competitors. The CRCC Silver Sponsorship package will include the following privileges for sponsors:

- 4.2.1 Silver Sponsors will be entitled to free club membership over the sponsorship period for one nominated member of its staff.
- 4.2.2 Silver Sponsors will have prominent brand positioning on the Club website with direct link to own website. Branding will be subordinate to Gold Sponsors.
- 4.2.3 Silver Sponsors will have prominent brand positioning on all Club communications, programs and flyers. Branding will be subordinate to Gold Sponsors.
- 4.2.4 Silver Sponsors will be given second right of refusal to CRCC Event Sponsorship behind Gold Sponsors.
- 4.2.5 Silver Sponsors will be given free entry for one paddler at any club event.

4.3 Bronze Sponsor

The Bronze Sponsor level is for all other levels of club sponsorship and will not have any limit to number. The CRCC Bronze Sponsorship package will include the following privileges for sponsors:

- 4.3.1 Bronze Sponsors will have brand positioning on the Club website with direct link to own website.
- 4.3.2 Bronze Sponsors will have opportunity to promote business at club events.

4.4 Identification of Club Sponsors

The Marketing Coordinator will be responsible for sourcing potential sponsors, preparing and sending request for sponsorship proposals, liaising with and negotiating with potential sponsors, ensuring CRCC's obligations to the sponsor are met, generally looking after sponsors at events and reporting to Committee on sponsorship programs.

As potential sponsors may receive numerous sponsorship requests from people and organisations, it is important to ensure any request for sponsorship is accompanied by a full and compelling business case to ensure any such request is distinctive and provides the maximum opportunity for success.

The Marketing Coordinator will send requests for sponsorship to potential sponsors and follow-up with them in person. Requests for sponsorship for Gold or Silver packages will have a defined timeline, such that potential sponsors will consider sponsorship concurrently and provide an offer of sponsorship by a particular date. Bronze level sponsorship can occur at any time.

The Marketing Coordinator shall collate a list of potential Gold and Silver sponsors in liaison with Committee. The Marketing Coordinator will provide consolidated list to the Committee for approval before making any approaches to sponsors. Committee approval for Bronze level sponsor will not be required.

4.5 Acceptance of Club Sponsors

All Gold and Silver Club Sponsors will require approval by the Committee in accordance with the following process:

- 4.5.1 All offers for sponsorship must be writing.
- 4.5.2 The Marketing Coordinator will collate all offers for sponsorship and summarise type and amount of sponsorship and specific obligations by the CRCC.
- 4.5.3 The Marketing Coordinator will submit summary of offer for sponsorship with recommendation to the Committee.
- 4.5.4 Committee members will have no less than 14 calendar days to consider and respond.
- 4.5.5 The Committee will vote on the recommendation by the Marketing Coordinator with a simple agree/ disagree/ requires discussion by submission in writing to President. The outcome will be by simple majority. In the event there is no clear majority, the application will become an item at the next committee meeting.
- 4.5.6 The President will advise the Committee of the outcome being either "Approved", "Not Approved" or "Requires Discussion"
- 4.5.7 If the outcome is "Approved", the Secretary will execute a simple agreement with the Sponsors and the Sponsors will be so advised.

- 4.5.8 If the outcome is “Not Approved”, the Marketing Coordinator will be so advised.
- 4.5.9 If the outcome is “Requires Discussion”, then such discussion will occur at the next Committee meeting and a vote held at that meeting and action taken in accordance with 4.5.8 or 2.5.9 above. In the case of no clear majority, the President shall determine outcome.

Bronze level sponsors will be at the discretion of the Marketing Coordinator and will not require Committee approval.

4.6 Sponsor Loyalty

CRCC will exercise loyalty to its sponsors by providing any existing sponsors with the opportunity to maintain its relationship with the club before seeking new sponsors.

5. Event Sponsorship

Event sponsorship relates to assistance provided to the CRCC in the form of cash, goods or services by a person or enterprise to be utilised for a specific event. Sponsorship will be in addition to any donations that may be received for the event.

5.1 Identification of Event Sponsors

The Marketing Coordinator will be responsible for sourcing potential sponsors, preparing and sending sponsorship proposals, liaising with and negotiating with potential sponsors, ensuring CRCC’s obligations to the sponsor are met, generally looking after sponsors at events and reporting to Committee on the event and sponsor satisfaction. The Marketing Coordinator will liaise with the Event Coordinator to determine how many types or levels of sponsor may be suitable for an event – i.e. Naming Rights Sponsor, Major Sponsor, etc. Event sponsors should not be in conflict with any existing arrangements in place with Club Sponsors. Gold and Silver club sponsors will be given first and second right of refusal respectively for event naming rights.

The Marketing Coordinator shall collate a list of potential Event sponsors in liaison with the Event Coordinator. The Marketing Coordinator will provide consolidated list to the Committee for approval before making any approaches to sponsors.

Naming rights sponsors and/or Major event sponsors will be finalised before seeking event donations to ensure conflicts are minimised.

5.2 Sponsorship Proposal

The Marketing Coordinator will be responsible for sending request for sponsorship proposals to potential sponsors no less than three months prior to the event and following up with potential

sponsors to ensure sponsorship can be obtained well before the event. As potential sponsors may receive numerous sponsorship requests from people and organisations, it is important to ensure any request for sponsorship is accompanied by a full and compelling business case to ensure any such request is distinctive and provides the maximum opportunity for success.

5.3 Acceptance of Event Sponsors

Only naming rights event sponsors will require approval by the Committee in accordance with the following process:

- 5.3.1 All offers for naming rights sponsorship must be in writing.
- 5.3.2 The Marketing Coordinator will collate all offers for sponsorship and summarise type and amount of sponsorship and specific obligations by the CRCC.
- 5.3.3 The Marketing Coordinator will submit summary of offer for sponsorship with recommendation to the Committee.
- 5.3.4 Committee members will have no less than 14 calendar days to consider and respond.
- 5.3.5 The Committee will vote on the recommendation by the Marketing Coordinator with a simple agree/ disagree/ requires discussion by submission in writing to President. The outcome will be by simple majority. In the event there is no clear majority, the application will become an item at the next committee meeting.
- 5.3.6 The President will advise the Committee of the outcome being either “Approved”, “Not Approved” or “Requires Discussion”
- 5.3.7 If the outcome is “Approved”, the Secretary will execute a simple agreement with the naming rights sponsor and the sponsor will be so advised.
- 5.3.8 If the outcome is “Not Approved”, the Marketing Coordinator will be so advised.
- 5.3.9 If the outcome is “Requires Discussion”, then such discussion will occur at the next Committee meeting and a vote held at that meeting and action taken in accordance with 5.3.7 or 5.3.8 above. In the case of no clear majority, the President shall determine outcome.

All other event sponsors shall be determined by the Marketing Coordinator and the Event Coordinator.

5.4 Sponsor Liaison & Close-out

The Marketing Coordinator will ensure that the main event sponsors are looked after before, during and following the event. This will include, but not be limited to:

- 5.4.1 Personal communication about the event beforehand including details about the event, getting there, etc
- 5.4.2 Ensuring the sponsor is comfortable during the event, including provision of seating, cover, drinks and food.
- 5.4.3 Follow-up letter of thanks including photographs if relevant of sponsor awarding prizes.

5.5 Sponsor Loyalty

CRCC will exercise loyalty to its event sponsors by providing any previous event sponsors with the opportunity to maintain its relationship with the club before seeking new event sponsors.

6. Athlete Sponsorship

Athlete sponsorship relates to the CRCC providing financial support to full financial members competing in paddling events. Sponsorship will only occur if the Committee believes the club is in a financial position to be able to afford the sponsorship. The Committee believes in the value of sponsorship of club athletes as a means of improving club success, club capability, morale and skill level at the club.

6.1 Application and Approval Process

Any full financial member may apply to the Committee for sponsorship by following the following process:

- 6.1.1 Application Form (as per Appendix A) is lodged with the Marketing Coordinator.
- 6.1.2 The form must be submitted no less than two months from the date of the event for which the member is seeking sponsorship.
- 6.1.3 Only Adult or Junior members who have been full members for longer than 12 months of CRCC are eligible for consideration.
- 6.1.4 No member can be granted any more than \$300 per application to a maximum of \$600 in sponsorship in any paddling season (1 October to 30 September).
- 6.1.5 Application to be discussed at Committee meeting and voted upon. The outcome will be by simple majority. In the case of no clear majority, the President shall determine outcome.
- 6.1.6 If the outcome is "Approved", the Secretary will minute the approval and the treasurer will arrange transfer of money.
- 6.1.7 If the outcome is "Not Approved", the Marketing Coordinator will advise the applicant accordingly.

6.2 Approval Guidelines

The Committee will consider the following factors as a guide in determining whether a sponsorship request should be approved.

- 6.2.1 Does the sponsorship benefit the club?
- 6.2.2 Is the applicant receiving any sponsorship from other sources?
- 6.2.3 Length of time the applicant has been a member of the club?
- 6.2.4 Past history of club participation, as an athlete or volunteer?
- 6.2.5 Paddling success of the applicant.
- 6.2.6 Contribution to club fundraising of the applicant.
- 6.2.7 Does the applicant hold similar personal values to those outlined by the club in the CRCC Strategic Plan?

6.2.8 Is the applicant a suitable role model for the club?

6.3 Obligations of Sponsored Athletes

Any applicant that is successful in securing sponsorship must agree to the following:

6.3.1 Provide CRCC a written report on the event and include digital photos for use in any club promotion.

6.3.2 Act as an ambassador of the CRCC and uphold the values of CRCC.

6.3.3 Promote the CRCC by wearing where possible and permissible Club apparel.

6.4 Cancellation of Sponsorship

The Committee can at any time cancel the sponsorship at their discretion based on a vote taken at a Committee meeting and recorded in the minutes of that meeting.

7. Unsuitable Sponsors

CRCC will not accept any form of sponsorship from any person or enterprise that is considered to not conform to the values of the club or are considered incompatible with the healthy pursuit of paddling.

Notable exclusions include sponsors from the following sectors:

7.1 Alcohol

7.2 Tobacco

7.3 Gambling

7.4 Adult Entertainment

APPENDIX A Athlete Sponsorship Application Form

Date _____

Name of athlete requesting sponsorship _____

Number of years as a member of the Club _____

Event Name & Date _____

Amount Requested (Max \$300) _____

Sponsorship being received from other sources _____

Reason to request Sponsorship (event attendance etc)

Describe why you believe sponsorship should be awarded

Should the applicant be successful in obtaining sponsorship from CRCC the applicant hereby agrees to provide a written report on the event including digital photos for use in any club promotion, uphold the values of the CRCC and promote the CRCC wherever possible and permissible by wearing club apparel.

Signature of Applicant

Form to be submitted to Marketing Coordinator no less than two months before event.