|  |  |
| --- | --- |
|  | **Archery Victoria** |
| Title: | Policy and Procedures Manual |
| Subject: | Sponsorship Policy |
| Author: | Archery Victoria Board |
| Approved: | 25-Jan-18 | Replaces: | New |
| Number: | 0493 | Pages: | 4 |

**0493 Archery Victoria Sponsorship Policy**

## Introduction

The Board of Archery Victoria is committed to ensuring that its financial arrangements are carried out in an ethical manner.

## Purpose

The purpose of this policy is to establish the framework and guidelines for the creation of productive partnerships between Archery Victoria and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organisations.

A sponsorship is about relationship building and can be a powerful way to build and strengthen partnerships. It is recognised that such alliances can provide important financial and marketing support to potential partners of Archery Victoria while at the same time generate additional revenues to support Archery Victoria's mission and purposes.

## Policy

The fundamental principles that shape Archery Victoria’s relationships with sponsors are:

1. Sponsorship of Archery Victoria or of any symposium, project, program or event held by Archery Victoria, will not entitle any sponsor to influence any decision of the organisation.
2. Archery Victoria will not enter into any alliance or partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of Archery Victoria or adversely impact upon Archery Victoria's standing and reputation in the community. All tobacco/alcohol/drug/gambling sponsorships are prohibited. If a sponsor’s products work against Archery Victoria’s aims the sponsorship is prohibited.
3. Archery Victoria will accept sponsorships as an additional source of revenue generation provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing Archery Victoria policies.

# Sponsorship Procedures

## Responsibilities

The Board is responsible for the development and review of this policy.

All Board members, Board Officials, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

## Procedures

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving Archery Victoria must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

Naming rights associated with any sponsorship must be approved by the Board.

Sponsorship over $500 will be embodied in written contractual agreements between Archery Victoria and the sponsorship partner (See Appendix A).

The Board may seek legal advice in relation to any contracts or other documents to be entered into by Archery Victoria relating to sponsorship.

## APPENDIX A

# sponsorship contracts/letters of agreement guidelines

Sponsorship contracts and letters of agreement involving Archery Victoria must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** The dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of the Archery Victoria’s Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: "*Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party*." The accepted use of the Archery Victoria's word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity**: Archery Victoria may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"Archery Victoria agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."*
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other**: The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract**: The contract should stipulate what shall occur in the case of a breach of contract; for example: *“Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful within a reasonable time, either party may notify the other of breach of contract in writing. Such notification will require rectification within 14 days. If the breach is not rectified within that time then the non-breaching party may terminate the contract by written notice.”*
9. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure Archery Victoria reserves the right to cancel the sponsorship should circumstances dictate; for example: *“When circumstances beyond the control of Archery Victoria force the cancellation or substitution of a sponsored event or project, Archery Victoria reserves the right to cancel without finding itself financially liable or in breach of contract.”*  If it is intended that Archery Victoria be entitled to retain any sponsorship funds already paid then this should be specified in the contract.
10. **Right to Cancel Sponsorship for Reputational Reasons:** The contract shall ensure Archery Victoria reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in Archery Victoria’s reasonable opinion, that the continued association of the sponsor with Archery Victoria may cause Archery Victoria to become subject to criticism or otherwise held in disrepute.

*(End Document)*