

# Sponsorship Guidelines

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## Policy Statement

The South West Sydney Academy of Sport will actively pursue sponsorship opportunities with suitable organisations in order to support the operation and growth of the program. SWSAS is a not for profit organisation and so the underlying aspect of commercial sponsorship is that all monies will be directed actively into the operation of our sports programs.

Sponsorship is defined as:

'the purchase of the, usually intangible, exploitable potential (rights and benefits), associated with an entrant, event or organisation which results in tangible benefits for the sponsoring company (image/profit enhancement).'

Geldard and Sinclair (1996, p.6)

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## Background

Under previous control of DSR, the Academy was not in a position to pursue commercial sponsorship opportunities. With the eventuation of incorporation and autonomy, these opportunities are now desirable to cover the operational expenses incurred in the provision of all sporting programs. It is an objective of the Board to firstly cover all program operating costs with sponsorship and then provide genuine growth opportunity to the sports program.

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## Guidelines

1. The process for obtaining sponsorship in any form will be the same regardless of where opportunities present themselves. A proposal document targeting the proposed sponsor shall be generated by the Executive Officer from the SWSAS Office. This document will follow as closely as practicable the model filed at the Academy under sponsorship proposal document.
2. That proposal document will be presented to Board members either at the next board meeting or electronically prior to that meeting if urgent, for unanimous support of the content and target sponsor organisation.
3. The Board members will make suggestions concerning the proposal and then the Chair will direct the document to the most appropriate person, as decided by the Board, to present the document to the target sponsor.
4. Sponsors will not be approached by coaches, athletes, squad managers directly unless it is with the knowledge and direction from the Board following the above process.
5. If any individual associated with SWSAS becomes aware of a potential sponsor, then this needs to be reported to the Executive Officer for direction through the Board, following the above process.
6. If a sponsor was to approach an athlete, coach, squad manager or other Academy representative then this needs to be reported to the Executive Officer for direction through the Board, following the above process.
7. The types of organisations deemed suitable for relationships with the Academy must be of paramount consideration. Again all proposed target organisations must be referred to the Board. Organisations directly advertising or promoting alcohol, tobacco, drugs and other similar products will not be approached for sponsorship by the Academy.

### Model:

1. It is desirable that SWSAS seek a range of sponsors rather than a principal sponsorship to cover the eventuality of losing a large amount of income

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which is difficult to replace.

2. Where possible it is the objective to have an individual sponsor organisation associated with each sports program and the naming rights to that specific program be part of that commercial arrangement.
3. Wherever SWSAS conducts a program provided for both boys and girls separate to each other, they should be considered as a separate sports program for sponsorship purposes.
4. It is the objective to not disclose the sponsorship contribution of any one sponsor in any form. Ideally a minimum sponsorship value for support of any single program should be identified but any contribution obtained above and beyond this minimum will not be declared.
5. Costs involved in servicing sponsors is a concern. Therefore the number of significant sponsors ie: individual program sponsors should be limited. Other types of sponsors should be explored ie: sticker program serviced with athlete assistance as long as the process is sanctioned by the EO and the Board.
6. Categories of sponsorship to be explored include: programs, clothing, motor vehicle, transport. Each will be considered separately but will follow the same process mentioned above.
7. Grants are considered separately to sponsorship because of their nature. However the process will remain the same where the EO will present proposals to the board to consider the suitability of pursuing a type of grant. Servicing the grant will be in the form of a report which will be generated by the EO.

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### Approval & Review

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The South West Sydney Academy of Sport Board approves this Athlete Eligibility Policy on  
This policy is due for review on