



# Sponsorship Policy

POLICY 9/2011

Approved by the SWA Board: May 2011  
Review date: May 2012



## **1. Purpose**

1.1 The Purpose of this policy is to have;

- a) common agreement on the acquisition and selection of SWA sponsorships, grants and gifts for SWA assets and programs, and for its affiliated clubs;
- b) clear direction in the way sponsorships, grants and gifts may be commissioned;
- c) clear definition of roles in who may represent SWA in obtaining sponsorships, grants and gifts;
- d) essential criteria for the structure of sponsorships, grants and gifts;
- e) promotion of the SWA logo along with the principle and major sponsors logo in any promotion, signage or broadcast and;
- f) penalties for misrepresenting SWA or its affiliates when acquiring sponsorships, grants and gifts.

## **2. Objectives**

2.1 To preserve and promote the League through positive commercial relationships that also achieves the core objectives. This includes the continued support of SWA assets and programs from the state level to the grassroots.

2.2 Objectives can be achieved by the following means;

- a) Naming rights
- b) Logo display and brand awareness
- c) Appearances
- d) Sampling and brand awareness
- e) Database generation
- f) Membership mail out
- g) Newsletter/Magazine advertising
- h) surveying
- i) sales leads
- j) communications – radio, webcast, and spontaneous news items etc.

Any means outside those listed above will need the approval of the CEO.

## **3. Application**

3.1 This policy applies to all members of SWA and those investing in SWA assets and programs. Unless the context states otherwise, the terms used in this policy shall have the same meaning as in the SWA constitution and/or regulations.



#### **4. Notification to members**

- 4.1 This policy shall be available upon request to members of the SWA
- 4.2 Any changes to the policy shall be approved by the Board of the SWA.
- 4.3 Any approved changes shall be notified to all members
- 4.4 The SWA has no general responsibility to give notice of this policy or selection criteria to non-members, other than in accordance with this policy, however, the SWA may do so in its sole discretion.

#### **5. Definitions**

SWA:	Softball WA
Contract:	A legal contract bearing signatures of representatives, witnesses and dates
Donation:	An offering of product or cash given without any anticipated commercial return
In kind (contra):	Term to describe products or services provided in lieu of cash in exchange for sponsorship rights
Letter of agreement:	Letter signed by both parties, outlining all points of agreement, including benefits, communication and payment dates.
Sponsorship:	A contribution in money or kind, generally by the corporate sector or private individuals, in support of sport of SWA assets or programs
Sponsorship manager:	A person or company assigned the rights to represent SWA in matters of raising funds and selling SWA assets and programs
Licensing:	Regulation and register of any SWA product

#### **6. SWA assets**

Assets and programs belong to the SWA and may not be sold to any third party in whole.

Sponsorships and the commitments involved are ultimately controlled by the SWA in every instance and the SWA may choose to assign a committee or sponsorship manager to each sponsorship property or individual sponsor.

Values of all SWA sponsorship assets and programs are determined ultimately by the SWA and any contracts committing the League require the approval of the SWA Board.

Assets and programs that belong to SWA include the following but are not limited to:

##### **6.1 SWA Logo**

In all promotions and playing uniforms of teams, clubs, officials, state teams, promotional materials and any other SWA asset or program. The SWA logo must be displayed prominently alongside any principle or major sponsors.

The logo is a key marketing tag and must maintain a high standard of sponsorship value.



## 6.2 State teams

- a) may carry common sponsors throughout seniors and colts teams, or it may be exclusive if a sponsor wishes to reach a certain demographic and this can be accommodated in the sponsorship hierarchy without conflict. This conflict is measured at the SWA Board's discretion
- b) shall have naming rights sponsors afforded to either principle, or major sponsor if principle sponsor does not wish to secure this option
- c) uniform sponsor must be adhered to by all the team and coaching staff in combination satisfying the SWA
- d) principle sponsor shall have first option on major space on front of playing jumpers. Principle sponsors must also be mentioned in every instance of media contact and other business situations
- e) logos on other apparel can be applied with respect first of all to the principle and major sponsors
- f) sponsors must be for 2 year terms minimum unless otherwise agreed to by the SWA
- g) players and coaches must avail themselves for appearances wherever reasonably expected by the sponsors, SWA Board, management or tour operators if players benefit in any way from any sponsor of their team

## 6.2 State officials (coaches and umpires)

- a) may carry common sponsors or it may be exclusive if a sponsor wishes to reach a certain demographic and this can be accommodated in the sponsorship hierarchy at the SWA's discretion
- b) may include the provision of a naming rights however it may not conflict with state team principle and major sponsors
- c) sizes of logos are at the discretion of the SWA
- d) sponsors must be for 2 year terms minimum unless otherwise agreed by the SWA

## 6.3 SWA Competitions

- a) are strictly the property of SWA
- b) any club sponsors must not conflict with the principle and major sponsors of the SWA.
- e) may also include naming rights
- f) may need prior investigation to see if chosen venues conflict or support principle and major sponsorships already in existence for any SWA asset or program. The SWA can then determine the suitability of such venues



#### 6.4 Promotions

- a) Promotions may be conducted by any affiliated club or approved company with SWA approval.
- c) Any party wishing to conduct promotions must have the approval of SWA and supply documentation detailing the level of risk and level of exposure at least 7 days prior to the event. This notice will then also be made available upon request.
- d) If a company approved by SWA were to conduct a promotion it must share the leads generated for SWA to follow up with promotion of its membership. In this instance, the company that conducted the promotion would also be promoted in the follow-up SWA communications and be recognised as event sponsors
- e) Sponsors obtained by a SWA approved company for promotional events must comply with SWA sponsorship regulations and not conflict with principle and major sponsors.

#### 6.5 Specialty packages

Specialty packages may be co-coordinated by SWA or an approved company and include any event or activity in relationship to the SWA.

Sponsorships for these areas must:

- a) promote the interests and core values of SWA
- b) provide a minimum level service agreement to SWA
- c) define the sponsorship to the specialty package nominated
- d) build value for future sponsorships to increase in value

### 7. Exclusions

7.1 Tobacco will not be included in any SWA event or activity

7.2 Companies may not benefit from SWA sponsorship if not approved by SWA.

The SWA also reserves the right to ban a category of sponsor it deems inappropriate

### 8. Sponsorships – Cash and ‘in kind’

8.1 Values of sponsorship

Minimum values of sponsorship are determined by SWA, however if the market will pay more, and the increase can be well accounted, then this is acceptable.

8.2 Types of sponsors

The SWA wishes to attract and promote sponsors which portray a healthy and pro-social image. This can be arranged in any commercial arrangement as noted in this policy.

8.3 Sponsorships and partnerships



Supply partnerships are highly encouraged as far as they serve the League's purpose and are necessary to obtain for competitions and promotions. Other goods or services directed towards prizes of any description may also be acceptable.

## **9. Grants**

### **9.1 Grant applications**

The SWA applies for all suitable grants and encourages affiliated clubs to do the same to acquire necessary articles or to help fund events, programs or administration efforts.

### **9.2 Grant commitments**

The SWA must be informed of any commitments which have a financial element relying on the SWA when any of its affiliated clubs apply for any grant.

## **10. Gifts**

### **10.1 Gifts conditions of acceptance**

May be accepted with SWA approval, and that they are not directly affecting decisions involving voting on SWA matters.

### **10.2 Declaration**

Must always be declared to the SWA and if necessary listed as a SWA asset or a personal gift. The SWA reserves the right of refusal if gift is deemed to conflict or compromise.

## **11. Licensing**

11.1 Licensing of SWA products pertains to regulation of equipment and any SWA self-determining income opportunities to match growth and income levels.

11.2 SWA reserves the rights to all licensing of products pertaining to any SWA event, activity or competition.

11.3 All licensing of SWA products is to be approved by the SWA

## **12. Terms of sponsorships and grants**

### **12.1 Negotiation of sponsorships**

Any SWA member or approved company can initiate sponsorship.

### **12.2 Term of sponsorships**

Ideally sponsorships are for 24 months from the 1<sup>st</sup> October in conjunction with SWA financial year (unless otherwise agreed). For all forms of sponsorship, terms must be defined strictly with timelines and re-negotiated not less than 30 days before expiration of the contract.

### **12.3 Re-negotiation of sponsorships**

The SWA has first rights to re-negotiate sponsorships soon to expire unless an approved company has initiated and/or maintained that sponsorship and re-negotiates no less than 30 days from expiration of contract.



12.4 Sponsorship acquisition

Companies acquiring sponsorships must comply with SWA standards and must respect the current sponsorship hierarchy as set by the SWA and noted in this policy.

12.5 Sponsorship fees

SWA to negotiate sponsorship fee with approved company and/or group for services supplied.

12.6 Commissions

There will be absolutely no commissions paid on any sponsorship, grant or gifts.

12.7 Penalties for misrepresenting SWA

As deemed necessary by the SWA, an approval to represent SWA may be withdrawn if the core values and integrity of any SWA assets, programs and members are being negatively affected. The SWA may also withhold any fees previously owing.

**Adopted: May 2011**

**Date for Review: May 2012**