



# Waratah Netball Club

## Fundraising and Sponsorship



Ver 1.0 – 13<sup>th</sup> October 2022

### 1. Introduction

- 1.1 The aim of this policy is to provide direction and guidance with respect to fundraising and sponsorship.
- 1.2 This policy replaces Club Policy 1/11 of 01 March 2011

### 2. Club Fundraising and Sponsorship

- 2.1 All fundraising and sponsorship activities are to be approved by the Club Executive Committee before starting.
- 2.2 Club members are expected to support and participate in Club fundraising and sponsorship activities.
- 2.3 All profits of the fundraising will be returned to the Club and will be used to fund projects deemed suitable by the Club Executive Committee. Such projects should benefit majority of the Waratah Netball Club members unless the activity is specific to a team as per para 4 below.

### 3. Sponsorship

- 3.1 To attract and retain sponsorship, a mutually beneficial relationship should exist between the Club and the sponsor. Sponsors usually expect a degree of exposure for their financial support to the Club and therefore the Club may offer the following to sponsors:
  - Naming rights for a Club program (e.g., an annual Club event named after the sponsor)
  - Website banners and advertising
  - Social media exposure
  - Club merchandise i.e., logos on Club clothing or Club flags
  - Signage around games or Club events
  - Trophy naming rights e.g., the Caltex trophy awarded to Club Member of the Year
  - Team naming rights e.g., the ANZ Waratah Raptors. It should be noted that team sponsorship does not necessarily mean that only the team receives the funds. Rather it means the sponsor gains exposure through a specific team, but the funds may go into the Club consolidated fund. Para 4 provides additional guidance.
- 3.2 **Longevity.** Any sponsorship arrangement should have a degree of longevity. A team sponsor should be engaged for at least two years. This will mitigate the possibility of having teams with mixed sponsorship (e.g., two different sponsors logos on uniforms). Therefore, any sponsorship funding should include contingency for additional apparel for the following year to enable continuity and uniformity.

#### 4. **Team Fundraising**

4.1 Teams may elect to conduct fundraising within and for that team, however the Club Executive must approve the activity **before** the fundraising takes place. The Executive will consider the activity in accordance with the following guidelines:

- Where the funding is required for individual items such as uniforms, the team may nominate that the fundraising profit is pooled and then divided evenly amongst the individuals in the team.
- Alternatively, the team may nominate that each individual receives a subsidy to the value of the fundraising profit that that individual makes.
- Should the total profit or an individual's profit of the fundraising activity exceed the amount required to fund the nominated project, the excess funds are to go to the Club consolidated fund.
- If the individual subsidy method (as described above) is used before the start of the season, and the player now register for that season, the player can elect to either receive a subsidy on the item (and subsequently sell the item) or forfeit their fundraising profit to the team or Clubs fundraising balance. Fundraising profit will not be paid to the player.

4.2 Total profit and/or any excess profit of fundraising, must be noted at the first committee meeting after the completion of the fundraising activity.

5. **With Effect Date.** This policy is in effect 12<sup>th</sup> October 2022.