

**CROQUET ASSOCIATION QUEENSLAND INC.**



**Policy: SPONSORSHIP POLICY**

**Number: 10**

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**ABN 96 056 186 273**

**150 Caxton Street, Milton 4064**

**Ph: 3876-5576**

**Email: [secretary@croquetqld.org](mailto:secretary@croquetqld.org)**

## ND Introduction

The Croquet Queensland Management Committee 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 Croquet Association Queensland 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 Croquet Association Queensland while at the same time generate additional revenues to support Croquet Association Queensland's mission and mandate.

## Policy

The fundamental principles that shape Croquet Association Queensland's relationships with sponsors are:

1. Sponsorship of Croquet Association Queensland or of any symposium, project, program or event held by Croquet Association Queensland will not entitle any sponsor to influence any decision of the organisation.
2. Croquet Association Queensland 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 Croquet Association Queensland or adversely impact upon Croquet Association Queensland's standing and reputation in the community. All **tobacco, alcohol or gambling** sponsorships are prohibited. If a sponsor's products work against Croquet Association Queensland the sponsorship is prohibited.
3. Croquet Association Queensland 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 Croquet Association Queensland policies.

## CROQUET QUEENSLAND'S SPONSORSHIP POLICY FOR TEAMS OR INDIVIDUALS

Croquet Queensland recognises that playing croquet at the elite level can incur substantial costs and thus endorses the following:

1. **Team Sponsorship.** Croquet Queensland teams (i.e., those competing in the Eire Cup or WCF Shield competitions) receive some financial support from the association towards their expenses. However, the sponsorship of the team is encouraged.
2. Sponsorship may be either cash or in kind and a minimum of \$2,000 is recommended. If cash, it will be paid into Croquet Queensland's accounts, where it will be identified as sponsorship for the appropriate team and disbursed accordingly.
3. Sponsors who provide cash sponsorship are entitled to their logo being embroidered or printed on team shirts on the left breast, such logo not to exceed 100mm x 100mm.
4. Sponsors who provide sponsorship in kind are entitled to either:  
(a) the display of their logo on such items as equipment, etc., bags that they might provide and there is no limit on the size of logos on any such equipment that does not go onto croquet courts, or  
(b) the display of their logo, either embroidered or

printed, on the left sleeve of team shirts if their sponsorship does not provide equipment suitable for displaying logos, such logo not to exceed 75mm x 75 mm or, if horizontal printing such as a company name, an area of 5625 mm<sup>2</sup>.

5. **Individual Sponsorship.** Individual members of Croquet Queensland are entitled to seek and accept sponsorship to enable them to compete at the elite level. Whether the sponsorship is in cash or kind is a matter between the member and the sponsor. However, a minimum sponsorship of \$250 is suggested.
6. As for team sponsorship, there is no limitation on logos, etc., on equipment that does not go onto croquet courts.
7. Sponsored players are to abide by the Croquet Queensland dress code. There are obvious limitations on uniforms as any sponsorship must be arranged with and approved by the appropriate club, region, state or national body.
8. However, Croquet Queensland has no objections to sponsors logos being displayed on predominately white clothing as long as the sizes given for team sponsorship are adhered to.
9. Those sponsored individual players who are also members of Croquet Queensland teams may wear their sponsors' logos on the right sleeve of team uniform shirts, but are to bear the cost of the printing or embroidery of such logos.
10. Approval In all cases, Croquet Queensland Management Committee is to approve all proposed sponsorship agreements and any logos, etc. prior to acceptance of such agreements by individuals or teams

#### **Authorisation**

CXroquet Association Queensland Queensland

## **PROCEDURES**

### **Responsibilities**

The Croquet Association Queensland Management Committee is responsible for the development and review of this policy.

All Management Committee members, 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 Croquet Association Queensland 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 Management Committee.

Sponsorship over \$500 will be embodied in written contractual agreements between Croquet Association Queensland and the sponsorship partner (See Appendix A).

### **Related Documents**

Croquet Queensland Code of Ethics Policy

### **Authorisation**

Croquet Association Queensland

**APPENDIX A****sponsorship contracts/letters of agreement guidelines**

Sponsorship contracts and letters of agreement involving Croquet Association Queensland 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 Croquet Association Queensland'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 Croquet Association Queensland's word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity:** Croquet Association Queensland 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: "*Croquet Association Queensland 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 Croquet Association Queensland reserves the right to cancel the sponsorship should circumstances dictate; for example: "*When circumstances beyond the control of Croquet Association Queensland force the cancellation or substitution of a sponsored event or project, Croquet Association Queensland reserves the right to cancel without finding itself financially liable or in breach of contract.*" If it is intended that Croquet Association Queensland 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 Croquet Association Queensland reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in Croquet Association Queensland's reasonable opinion, that the continued association of the sponsor

with Croquet Association Queensland may cause Croquet Association Queensland to become subject to criticism or otherwise held in disrepute.

for review