

**MANLY WARRINGAH NETBALL ASSOCIATION
INCORPORATED**



SPONSORSHIP & COMMUNITY PARTNERSHIP POLICY

VERSION NO.	DATE DRAFTED	APPROVED
1.0	21/9/2019	23/9/2019

Manly Warringah Netball Association (MWNA) is an incorporated association, registered with the NSW Department of Fair Trading, for the purpose of non-profit and non-commercial activities related to the promotion of the game of netball and delivery of netball competitions in the Northern Beaches Local Government Area.

MWNA establishes sponsorship agreements with corporations, local business, local families and individuals. The aim of sponsorship is to obtain funding or in-kind benefits to provide services, products and equipment that may not otherwise be available and additionally create connection with the local community and foster relationships.

MWNA forms community partnerships for opportunities to work co-operatively with businesses on a project, or over a period of time to achieve outcomes beneficial to both partners and to the MWNA community. The aim of community partnerships is to seek mutual benefits beyond those that could be achieved by one partner alone.

1. DEFINITIONS

- a) Sponsorship means a business arrangement in which a sponsor provides a contribution in money or in-kind benefits to support an activity in return for certain specified benefits.
- b) For the purposes of this policy, MWNA acknowledges:
- c) *This means that the sponsor receives something of value in return for the sponsorship, so the sponsorship payment is not a gift.* (<https://www.ato.gov.au>) 16 June 2015.
- d) Community Partnership means a collaboration between MWNA as a community organisation and a business in which both partners are committed and willing to share the responsibilities and mutual benefits.
- e) A reference in this policy to “sponsorship” shall include a reference to a “community partnership” and a reference to “sponsor” shall include a reference to “community partner”.

2. GUIDING PRINCIPLES

The following principles will guide MWNA in the solicitation and adoption of sponsorship arrangements and agreements:

- Sponsor contributions must further MWNA’s mission, goals, objectives and priorities and derive benefits for the well-being of MWNA members;
- Sponsorship arrangements should contribute either directly or indirectly to the quality of MWNA members’ participation in sport and exercise;
- Sponsorship should only be sought from organisations or individuals whose services and products are consistent with MWNA and community ethics and standards;
- Sponsor acknowledgement and benefits should be commensurate with the level of sponsorship and within the capacity of MWNA to deliver;
- Sponsorship arrangements should not infer MWNA’s endorsement of services or products;

- Sponsorship arrangements should be formalised through written agreements which include the monetary contribution and payment terms (where applicable), in-kind services and/or product benefits to be provided and their delivery (where applicable), duration and termination conditions, sponsorship acknowledgement and benefits, and obligations of parties.

2.1 SEEKING OF SPONSORSHIP

From time to time, sponsorship should be sought by the Vice-President's Committee. Sponsorship is sought for the purpose of obtaining funding or in-kind benefits to provide services, products and equipment that might not otherwise be available to promote the game of netball; increase participation in sport; and improve MWNA's delivery of netball competitions in the Northern Beaches Local Government Area.

MWNA prefers to seek sponsorship from local organisations and individuals to create connection and foster community relations.

Sponsorship may be sought as a monetary contribution from an organisation or individual, or as in-kind services and/or products or as a combination of both monetary or in-kind benefits. Sponsor benefits should be negotiated in consideration of the value of the monetary or in-kind benefits, services and/or products being provided.

The Vice-President's Committee should ensure that MWNA can deliver the agreed sponsorship benefits.

Sponsorship should not be sought from organisations or individuals:

- associated with gambling, the sale/promotion of alcohol and/or tobacco;
- which have been known to encourage unethical, offensive or inappropriate behaviour;
- associated with environmental hazards;
- that may present a risk to the community.

MWNA acknowledges that in seeking sponsorship, MWNA is subject to adherence to the commercial requirements of Netball NSW Competitions as defined in the Competition Rules for each event.

2.2 ACKNOWLEDGEMENT AND BENEFITS

The level of acknowledgement and benefits provided to sponsors should be consistent with the value of the sponsorship.

Sponsor Acknowledgement and Benefits may include:

- acknowledgement of sponsorship by inclusion of the sponsor's logo on the MWNA website and a link to the sponsor's website from the MWNA website;
- promotion of the sponsor through MWNA's social media and communication platforms;
- signage through the display of banners, and/or branding on goal post pads and other equipment on MWNA competition days;
- promotion opportunities on MWNA competition days;
- branding opportunities of apparel and personal items;
- opportunities for naming rights of MWNA competitions, carnivals, programs or events;
- opportunities for presentation rights of MWNA trophies and/or awards;
- opportunities to participate in any sponsor related promotion undertaken by MWNA;
- opportunities to connect with MWNA members through presentations, meetings, market stalls promotions, and/or activity programs;
- invitations to attend appropriate social events.

Although acknowledgements and benefits may provide exposure of the sponsor's logo, brand or business activities, the sponsorship arrangement should not infer MWNA's endorsement of the sponsor's services or products.

As well as benefits provided to MWNA, the sponsor may additionally provide benefits to individual MWNA members including:

- equipment for use in netball and sport activities;
- apparel;
- gift cards/vouchers;
- opportunities to purchase discounted goods or engage discounted services;
- inexpensive items for personal use.

Sponsorship benefits provided to an individual MWNA member may be monetary if provided as an award in recognition of achievement or service, or if provided to deliver services which benefit MWNA members generally.

2.3 WRITTEN AGREEMENTS

Sponsorship arrangements which include a monetary contribution, and sponsorship arrangements which include in-kind benefits of services and/or products valued above \$2000 should be formalised in a written agreement.

The written agreement should include:

- names and contact details of all parties to the agreement;
- the MWNA representative authorised to sign the agreement;
- where applicable – the sponsor’s monetary contribution and terms of payment;
- where applicable – the sponsor’s in-kind contribution of services and/or products and terms of delivery;
- duration of the agreement and termination conditions;
- sponsorship benefits to be provided by MWNA;
- sponsor’s obligations to fulfill the sponsorship arrangements;
- other applicable terms and conditions such as exclusivity rights, confidentiality terms, variation procedures, assignment of rights and obligations, GST terms etc.

Sponsorship arrangements which include in-kind benefits of services and/or products valued below \$2000 should be formalised in writing, but the terms and conditions may be agreed to through an exchange of formal letters and/or electronic communication. Such agreements should include:

- names and contact details of all parties to the agreement;
- the MWNA representative authorised to negotiate the agreement;
- where applicable – the sponsor’s in-kind contribution of services and/or products and terms of delivery;
- duration of the agreement and termination conditions;
- sponsorship benefits to be provided by MWNA;
- sponsor’s obligations to fulfill the sponsorship arrangements;
- other applicable terms and conditions such as exclusivity rights, confidentiality terms, variation procedures, assignment of rights and obligations, GST terms etc.

3. APPROVAL

Prior to approval, the Vice-President’s Committee has responsibility to:

- assess the sponsorship arrangements to ensure MWNA is not exposed to financial, legal or other risks that are disproportionate to the nature or extent of the sponsorship;
- determine that MWNA can deliver the agreed sponsorship benefits;
- ensure the sponsorship arrangements are compliant with the guiding principles of this policy.

Sponsorship agreements can only be established with the approval of MWNA Council.

4. MONITORING AND EVALUATION

The Vice-President's Committee should actively monitor sponsorship agreements to ensure:

- they are meeting MWNA's benefit expectations;
- that MWNA is providing the agreed sponsorship acknowledgements and benefits; and
- the sponsor is complying with the terms and conditions of the arrangements and fulfilling their obligations.

The Vice-President's Committee should annually evaluate sponsorship agreements, assess the outcomes of the sponsorship including benefits for both MWNA and the sponsor.

The Vice-President's Committee will prepare an annual evaluation report of sponsorship agreements to be submitted to MWNA Council for consideration.

5. FINANCES AND REPORTING

Monetary contributions received from sponsors will be deposited in MWNA's bank account. Sponsorship benefits should be reported in accordance with MWNA's normal financial reporting procedures.

Copies of sponsorship agreements should be kept by the MWNA Secretary.