



CWA-POL-002 SPONSORSHIP POLICY

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REVISION CHANGES

<i>Rev.</i>	<i>Description</i>	<i>Sections Changed</i>
1	Grammatical/typographical edits based on Canoeing WA Board feedback	Minor edits in all sections

TABLE OF CONTENTS

1.	INTRODUCTION	1
1.1.	Summary	1
1.2.	Definitions	1
1.3.	Purpose	1
2.	SPONSORSHIP POLICY	1
3.	POLICY CONTEXT	1
4.	POLICY REQUIREMENTS	2
	APPENDIX A CANOEING WA SPONSORSHIP POLICY	A1

1. INTRODUCTION

1.1. Summary

The Canoeing WA Sponsorship Policy sets the context for Canoeing WA's Sponsorship Process. It describes:

- Canoeing WA's objectives for sponsorship.
- The level and types of sponsorship Canoeing WA are seeking.
- How Canoeing WA should deliver value to sponsors.

1.2. Definitions

Sponsors are defined as non government authorities, corporations, businesses or individuals that provide support for the operation of Canoeing WA.

Sponsors will be identified as:

Program

- i. Educational
- ii. Special Initiative
- iii. Recreational
- iv. Membership
- v. Equipment

Event

- i. Gold
- ii. Silver
- iii. Bronze

Note that government authorities, whilst major supporters of the sports are not considered as sponsors. Government authorities support the sport through grants and a separate Grants Policy will be created to cover them.

1.3. Purpose

This document has been prepared to aid in communicating Canoeing WA's Sponsorship Policy. It contains the actual policy and background information relating to the policy.

2. SPONSORSHIP POLICY

See Appendix A for the policy. The policy has been formatted such that it can easily be printed and posted on notice boards.

3. POLICY CONTEXT

Canoeing WA is an incorporated non profit organization with approximately 800 members from approximately 10 affiliated clubs. Within these clubs are 6 competitive canoeing

disciplines (Marathon, Sprint, WildWater, Slalom, Freestyle and Polo) as well as significant recreational participation (Sea Kayaking).

Canoeing is seen as a healthy, active and potentially demanding sport with a broad scope. It ranges from idyllic relaxing recreational activities to extreme sports, appeals to a large demographic from children to septuagenarians, at levels from novice to Olympian. It is seen to be inherently marketable.

Canoeing WA has identified a high level action under the Governance area of its Strategic Intent 2006 to reduce its dependence on government funding. This policy is intended to ensure that Canoeing WA sets appropriate bounds and controls around the processes of seeking and receiving sponsorship and then working with sponsors to deliver value.

The association has sponsorship opportunities available in

- i. Programs
 1. Education
 2. Recreation
 3. Membership
 4. Equipment
 5. Disciplines
 6. Training & Coaching
 7. Discipline - Talent ID & Development Squads
- ii. Events
 1. Mass Participation
 2. Discipline Series
 3. State Championships

4. POLICY REQUIREMENTS

All Canoeing WA Board Members, staff, sub contractors and technical committee members must comply with the Canoeing WA Sponsorship Policy.

All affiliated clubs and their members should be aware of the Canoeing WA Sponsorship Policy.

APPENDIX A CANOEING WA SPONSORSHIP POLICY



Canoeing WA Sponsorship Policy

1. EXTENT

This Sponsorship Policy applies to all Canoeing WA operations, organised events and activities.

Canoeing WA executive is responsible for implementing this policy.

All Board Members, Technical Committee Members, Staff and Sub Contractors are required to comply with this policy.

The policy complies with Australian Canoeing Bylaw 2 excepting clause 2.2 of the bylaw.

2. OBJECTIVES

Sponsorship is a means by which Canoeing Western Australia can lessen its reliance on government funding and facilitate growth.

The objectives of Canoeing WA's Sponsorship Policy shall be:

- "To develop sponsorship and enhance Canoeing WA's capacity to deliver its Strategic Intent."
- "To provide value to sponsors equitably based on their support of Canoeing WA."

In order to meet these objectives:

- 1) Canoeing Western Australia will source sponsorship by way of goods, services and cash. The intent will be to secure a minimum of 25% of sponsorship as cash or operational support.
- 2) Canoeing Western Australia will seek agreements that enhance financial viability.
- 3) Canoeing Western Australia will not accept sponsorship from organisations whose product or message conflicts with:
 - Canoeing WA, Healthway, DSR
 - the Naming Sponsor of an event
 - a Sponsor's agreement
- 4) Canoeing Western Australia seeks to deliver value to sponsors. Canoeing WA is an independent organisation which treats all sponsors fairly and equitably.
- 5) Program sponsor's logos shall appear on the Canoeing WA website home page.
- 6) Event sponsor's logos shall appear on event specific information.
- 7) Canoeing WA staff shall wear Canoeing WA uniforms when representing Canoeing WA and not sponsor's logos; exceptions being when at Program Functions or when a Sponsor has naming rights for events

- 8) Canoeing WA shall support the sponsors that support the sport whilst maintaining independence. For unsolicited queries etc Canoeing WA should promote all sponsors it thinks are relevant and simply list in the order of sponsorship level.
- 9) Canoeing WA will offer sponsorship opportunities openly and to all sponsors, annually and on an event by event basis. Naming sponsors get right of first refusal for the next year's event.
- 10) Canoeing WA shall formally thank all sponsors upon the completion of their involvement via a written communication.
- 11) Canoeing WA will avoid entering into sponsorship agreements which will negatively impact Club or Discipline sponsorship agreements.

Breaches of the policy will be addressed through the Canoeing WA executive and escalated to the Canoeing WA board if they can not be resolved.

Anyone wishing to discuss any aspect of this policy is invited to contact Canoeing WA. Thank you for your cooperation.

Canoeing WA President

A handwritten signature in blue ink, appearing to read 'John Mackenzie', is written over the text 'Canoeing WA President'.

Date: 19 July 2007