

Sponsorship Policy

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Version	2.0
Status	Draft — Pending Committee Approval
Policy Owner	Club President
Approved By	[Pending Committee Approval]
Effective Date	[Pending Committee Approval]
Next Review	[12 months from approval date]

1. Purpose

This policy governs how Belconnen Ramblers Basketball Club seeks, manages, and acknowledges sponsorship arrangements to ensure they are consistent with the club's values, managed transparently, and in the best interests of our members.

2. Definition of Sponsorship

Sponsorship is a commercial arrangement where a sponsor provides financial or in-kind support in return for specified benefits from the club. Sponsorship is distinct from donations, grants, and advertising.

3. Principles

- All sponsorships must align with the club's values of respect, community, integrity, and teamwork
- Sponsorships must benefit participants and not expose the club to financial, legal, or reputational risk
- Alcohol and tobacco companies are not eligible as sponsors — the club participates in the Good Sports program
- No club official may receive a personal benefit from a sponsorship arrangement
- Sponsorships must not pressure members to purchase specific products or services
- All sponsorships must be formalised through written agreements

4. Approval

Sponsorship agreements must be approved as follows:

- Team sponsorship involving a single team: Treasurer, after consultation with the Executive Committee
- Multi-team sponsorship: Vice President
- External affiliation or naming rights sponsorship: President

No sponsorship agreement is binding unless approved in writing by the relevant officer.

5. Suitability of Sponsors

Before entering any sponsorship arrangement, the following must be considered:

- The organisation's public image and reputation
- The nature of its products or services and their suitability for a family and children's sporting environment
- The organisation's ability to deliver the agreed benefits
- Consistency with the club's values and any Good Sports program obligations

Where doubt exists about suitability, the matter must be referred to the Committee before negotiations proceed.

6. Acknowledgement and Branding

- Acknowledgement of sponsors must be proportionate to the level of sponsorship
- The Ramblers logo must be displayed prominently alongside any sponsor logo — no sponsor logo may be larger than the club logo
- Naming rights for events, equipment, or facilities may only be granted by the President
- Sponsor logos on digital platforms (website, social media) require prior approval from the committee
- Signage at venues must conform to Basketball ACT standards and be approved by the President

7. Written Agreements

All sponsorship arrangements must have a written agreement that clearly sets out:

- The duration of the arrangement
- Benefits provided to the sponsor
- Benefits provided to the club
- Termination conditions for either party
- Reporting obligations

Agreements with a value of \$5,000 or more should be reviewed by a legal practitioner.

8. Financial Management

All sponsorship income (cash or in-kind) must be reported to the Treasurer and managed in accordance with club financial procedures. In-kind contributions are to be valued at retail cost.

9. Reporting

The Executive Committee will conduct an annual review of sponsorship arrangements and report on their status, value, and compliance with this policy.

10. Contacts

Contact	Email
Club President	president@ramblers.net.au
Club Treasurer	treasurer@ramblers.net.au