



Centere Sponsorship Policy

Scope

This policy is an approved policy of the ACT Little Athletics Association Inc. The policy sets out mandatory sponsorship principles to be used when engaging in sponsorship arrangements. Affiliated members of the association are required to observe and adhere to this policy to ensure maximum sponsorship opportunities and to ensure suitability of the sponsorship activity.

Definitions

Sponsorship – is the right to associate the sponsor’s name, products or services with LAACT, affiliated centres, events and/or programs, in return for negotiated and specific benefits (e.g. cash, in-kind support, promotional opportunities). It should result in tangible, material and mutual return for all parties in the arrangement.

In-Kind Sponsorship – is the provision or receipt of goods or services to support or enhance an event, program or initiative at a reduced rate or free of charge.

Incoming Sponsorship – is when LAACT or affiliated centre receives sponsorship monies from another party for an event, program or initiative.

Sponsorship does not include grants or funding received through a formally recognised program. A grant is typically understood as a form of financial assistance for a specific project with no expectation of a commercial return.

Sponsorship does not include monies paid through a bidding process to attract events.

Sponsorship does not include endorsements, donations, bequests or gifts, which impose no obligations on the recipient and offer little or no return for the donor.

Principles

LAACT and affiliated centres must only engage in sponsorship activity that supports the achievement of Little Athletics goals and objectives and improves the experiences and opportunities provided to members.

For the benefit of all LAACT members, where possible, the opportunity for Association level sponsorship arrangements should be explored in preference to centre level sponsors.

The principles to assess and manage sponsorship opportunities are:

- **Alignment with Little Athletics Australia and LAACT priorities** – increase effectiveness of strategic programs; enhance identity and reputation; promote Little Athletics initiatives to relevant target audiences; build and enhance existing relationships at local and national level
- **Appropriate sponsorship benefits** – ensure the sponsorship delivers value for money; provides appropriate sponsorship entitlements commensurate with the level of support being provided; acknowledges the sponsor on advertising materials where appropriate; presents additional benefits such as signage, trade displays, media opportunities that add value and provide leveraging opportunities
- **Value for money** – apply a business approach to achieving value for money; strategic alliance ensuring the initiative supports Little Athletics goals and objectives; capacity to attract Association level sponsorship arrangements and enhance local or national relationships
- **Transparency** – must adopt an open, equitable and efficient approach when engaging in sponsorship arrangements; evaluate initiatives to ensure fair and consistent approach; protect commercially valuable information, ideas and strategies; ensure decision-making is documented, authorised and filed appropriately
- **Ethical behaviour and fair dealing** – demonstrate high standards of ethical behaviour and fair dealing when engaging in sponsorship arrangements; provide objective advice on the value of the initiative; ensure the initiative can be terminated if occasions arise where sponsorship and regulatory interests conflict; maintain high standards of accountability
- **Appropriate activity and association** – ensure sponsorship arrangements are appropriate and not seen to diminish the reputation and goodwill of Little Athletics; arrangements do not endorse brands that are harmful to members; sponsorship is not an endorsement of a sponsor, organisation or its products and should not be promoted or publicised as an endorsement
- **Appropriate authorisation** – implement procedures which ensure appropriate authorisation and documentation of sponsorship arrangements
- **Management and reporting** – effective management and reporting processes to ensure maximal value and accountability

LAACT and affiliated centres must not engage in sponsorship that:

- Is in competition or conflict to existing Little Athletics Australia or LAACT sponsors
- Engages in activity aimed at delivering or replacing core Little Athletics activities
- Involves political parties, tobacco companies, companies involved in the promotion of alcohol, and organisations involved in offensive or inappropriate activity
- Requires the disclosure of the names or addresses to an external organisation as a benefit of sponsorship

Additionally, affiliated centres must not engage in sponsorship that:

- Offers naming rights to the sponsor.
- Involves activity for programs or events controlled and administered by LAA or LAACT (e.g. LAACT carnival/events; event programs; LAACT registration and age group patches).

Affiliated centres are permitted to include sponsor names and/or logos on centre uniforms, however this must not limit space or interfere with requirements to have LAACT registration and age group patches, and national or association patches on the front of uniforms. The back of shirts or shirt sleeves is preferred along with shorts.

Other opportunities to advertise and promote sponsors include: tear-drop banners at ground, banners on throws cages (check with local council for any regulations for fixed signage), shade tents, stickers on flights of hurdles (some centres have sold flights of hurdles to different sponsors).

If you have any questions about this policy please contact us at administration@actlaa.org.au or call us directly for further support on 02 6247 1296.

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