

## Sponsorship and Partner Policy

### Objective

The purpose of this policy document is to outline clear procedures for the effective management of sponsorship contracts to ensure that the reputation and integrity of Coolum Beach SLSC is maintained. The objective of the Coolum Beach SLSC is to ensure that the value of partnering with Coolum Beach SLSC is maximised and to provide fair value to the sponsors.

### Policy Statement

The Coolum Beach SLSC will ensure that all sponsorships are approved and managed on sound commercial principles and to the mutual benefit of the sponsor and Coolum Beach SLSC. All sponsorship arrangements will be managed consistent with the procedures outlined in this document.

### Definitions

Donations are goods or money given freely with no written documentation and no benefits expected in return. This would include the goose club format. It is not intended that these supporters of the club would be part of our sponsorship policy.

Sponsorship is a business relationship of monetary support in return for an agreed benefit documented in writing. It is not to be seen as purely a form of revenue but a partnership with a business. We are a link for a sponsor to our members, community and beach goers. The partnership we offer a sponsor is unique as we are a rescue/safety service and a not for profit organisation. We have been here since 1919.

At present we have the following sponsorship categories

- Major sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Club Partners - the Club may agree to partnership arrangements from time to time on a case by case basis. Such arrangements will be required to be approved and managed through the same processes as Sponsor arrangements. Any new Partner arrangements must not conflict with existing Sponsors

For the purposes of this document any reference to Sponsors also includes reference to Partners.

### Procedures

The following procedures will apply to all sponsorship by the Coolum Beach SLSC ...

#### Register of existing sponsorship arrangements and opportunities

The Club Administrator will maintain a register of all current sponsorship arrangements. This register will include ...

- the sponsoring or corporate entity
- sponsorship payment

- term of the sponsorship contract
- the benefit received by the sponsor

The Club Administrator will maintain a register of all current sponsorship opportunities which will include a description of the sponsor benefit, the term of the opportunity and the estimated value of the opportunity.

Management Committee approval is required to add or delete opportunities from the register.

#### Sourcing of sponsorships

All sponsorship opportunities should be referred to the Club Administrator who will keep a record of all opportunities. This will apply whether the opportunity is the result of an approach to the club or a proactive approach by the club.

All proactive approaches should be referred to the Club Administrator before the approach is made to ensure that there is no conflict and that the approach is consistent with the opportunities available.

Sponsorships will be managed on a financial year basis (1 July to June 30). All sponsorship opportunities for the upcoming season are to be finalised by the end of June in the preceding year.

#### Approval of sponsorships

All sponsorships are to be approved by the Management Committee. Each request for sponsorship will need to ensure that (a) there is no conflict with existing sponsors and (b) the opportunity is consistent with the available opportunities.

#### Sponsorship conflicts

Coolum Beach SLSC operates in an environment where it may receive sponsorship opportunities from businesses in the same business category. In these circumstances the following guidelines will apply ...

- we will only accept one sponsor from each business category. If there is an existing sponsor for that business category we will not accept an approach from a business in the same category subject to the guideline below
- where there is a business category conflict from a potential sponsor the Management Committee may at it's discretion discuss the opportunity for the potential sponsor to become a lower level sponsor. This discussion will be subject to first the opportunity being agreed by the current sponsor in that business category
- the definition of business categories will be subject to Management Committee discretion however as a guideline the ANZSIC business codes will be used to define business categories.

#### Individual member sponsorships

Where an individual member is able to secure an individual sponsor arrangement such arrangement must not conflict with existing Club Sponsor or Partner agreement. Where the member proposes that an individual sponsor arrangement is in any way linked to Club activities prior Club approval will be required.

### Management of sponsorships

All sponsorships are to be documented and confirmed in writing. The confirmation is to include the following details;

- the name of the sponsoring entity
- the value of the sponsorship
- the benefits offered
- the period of the sponsorship
- renewal rights

### Sponsor relationship management

There will be a single point of contact established for each sponsor. The Management Committee will agree on a relationship manager for each sponsor through a register to be updated by the Club Administrator.

All sponsors will receive the club newsletter and annual report.

All sponsors will receive the Coolum Pulse newsletter with a covering letter to be sent by the Club Administrator.

Sponsors will also receive regular meetings with the appointed relationship manager as per the following frequency ;

- |                            |                            |
|----------------------------|----------------------------|
| • Major, and gold sponsors | Quarterly meeting          |
| • Silver sponsors          | Six monthly meetings       |
| • Bronze sponsors          | Annual meetings            |
| • Partners                 | As agreed with the Partner |

### Renewal of sponsorships

Existing sponsors will be provided the first right to renew their sponsorship on terms no less favourable than we would be able to get in the prevailing market. All sponsorship renewals will be confirmed in writing through a letter from the Club President together with an updated sponsorship contract.

Should the existing sponsor decline the opportunity this opportunity would be made available to existing sponsors. Should this be declined the opportunity will be offered to the general market.

### Sponsor upgrades

Existing sponsors will be offered the first right to upgrade the category of their sponsorship as opportunities become available as long as there is no business category conflict.

### Sponsors recognition

All sponsors will receive a framed certificate of recognition together with a letter of thanks from the Club President.