



Waverley Baseball Club

Sponsorship Policy

Sponsorship Policy		Approval Date:	20 Feb 2023
		Review Date:	April 2024
		Version No:	V1.2
President:	Sign:	Name: Andrew Ferguson	
Vice-President:	Sign:	Name: Ryan Stanaway	

PURPOSE

To ensure that decisions about the type of sponsors a club wishes to be involved with are well documented and that this is adhered to when approaching or being approached by sponsors. To provide the Board with a guide to safeguard against inappropriate commercial interests becoming associated with the club and to ensure the club's values and vision are reflected by its business dealings.

POLICY

Sponsorship should be mutually beneficial for both the sponsor and the club. Sponsorship for the club may be in terms of direct monetary support, or through the provision of goods and/or services.

Waverley Baseball Club's Board encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities, and events.

The President, Vice President and/or the nominated Sponsorship Officer have the authority to seek and negotiate corporate sponsorship agreements for the approval of the Board. These negotiations must be in line with the policy statements below.

Sponsorship participants must all be from reputable organisations whose public image, products and services are consistent with our values and goals.

POLICY STATEMENTS

Waverley Baseball Club Board and the Nominated Sponsorship Officer(s) –

- Will not promote sponsorship arrangements with organisations whose businesses have a negative impact on the health of individuals or the community (e.g. tobacco related companies, gambling-related companies, alcohol products or outlets)
- will ensure that any sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- will ensure that the sponsorship agreement maintains the professional image of all parties
- will develop and maintain a positive relationship with our sponsors through regular communication
- reserve the right to accept products for distribution on merit, not because they are free
- will ensure that the club obligations under the sponsorship arrangement are met
- will ensure that the sponsorship allocated is spent in the manner for which it was provided
- will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement
- do not explicitly endorse the sponsor or its product through its association.