



## **SPONSORSHIP**

### **BYLAW 21**

**ADOPTED February 2009**

## **PURPOSE**

The purpose of this policy is to provide the Board of Skate Australia (SA), the Chief Executive Officer (CEO), National Branch Chairmen and Committees, State Associations and State Branches as well as Athletes and Athlete Support Personnel with guidelines regarding the acceptance or endorsement of sponsors, products or services for both individuals and teams competing under the brand of Skate Australia.

The Policy is intended to ensure that where SA, National Branch committees, National Selection Committees, National Team Managers or others seek and accept sponsorship it does not compromise ethical principles under which SA operates or jeopardise existing SA sponsorship arrangements.

This policy gives guidance on criteria that allows an acceptable sponsorship arrangement.

SA's mission and ethics as well as the rules of Federation Internationale de Roller Sports (F.I.R.S) and/or the Technical Committees by which SA operates, ensure that the SA brand represents the adoption of the highest ethical, and moral standards by wearers of the brand indicators. Any acceptance of sponsorship by an individual athlete or team endorsed by SA must not compromise SA and National Branch policies.

## **SCOPE**

This policy applies to all members of SA including but not limited to all members of the Board of SA, its CEO, National Branch Chairmen and National Branch committees, National Selection committees, State Associations, State Branches, Athletes and Athlete support personnel.

## **RESPONSIBILITY**

It is important for SA to adopt and implement a strong ethical sponsorship policy. This policy has been developed to establish guidelines and principles for ethical sponsorship.

## **REFERENCES**

- By Law 10 Team Clothing
- By Law 6, 7, 11 Team and Support Personnel Selection
- By Law 14 Purchasing Policy
- By Law 15 Use of SA logo
- By Law 17 Travel Policy
- Government Policy on Use of Australian Coat of Arms – attached
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## **DEFINITIONS**

Sponsorship is a commercial arrangement involving the right to associate the name, products or services of a sponsor with the sponsored organisation's services, products or activities in return for negotiated benefits in cash and/or kind.

## **PRINCIPLES**

SA, National Branch Committees, Athletes and others associated with National teams that will wear the SA logo and/or the Australian Sports Commission logo are encouraged at all times to source and secure sponsorship. Sponsorship should only be sought from persons, organisations or companies that portray SA, its members and the sport in a favourable manner. Sponsorship (or proposed sponsorship) must not prejudice the interests of SA or its members, bring SA or its members into disrepute or damage its or its members good name and reputation (or be likely to do any of the above).

Any sponsorship arrangement must not be in conflict with SA, Australian Sports Commission and/or F.I.R.S rules in force at the time. In addition, any product being promoted by a sponsor must not compromise the SA and F.I.R.S anti-doping rules and policies.

Any product being promoted by a sponsor must be consistent with the objectives of SA to provide physical and psychological health and fitness through sport and to provide an environment where any athlete can achieve his / her maximum potential.

Any product being promoted by a sponsor must not be in competition with the product of an existing sponsor of SA unless by approval of the Board of SA.

The principles of the SA selection policy will be adhered to all at times. The selection of athletes, athlete support personnel and technical officials remains the responsibility of SA, and its delegated officials. Selection will be strictly in accordance with SA and Branch selection policy in place at the time.

Any person negotiating sponsorship for an individual and/or team that will represent SA will ensure that any potential sponsor understands the limitations of benefits that may be secured by purchasing sponsorship. Whilst sponsors may request certain privileges of individuals and teams, they may not seek to influence selection criteria for any or all members of a National team. Individuals must ensure they are entitled to grant any rights they purport to grant to sponsors.

New initiatives for sponsorship may be proposed by any SA member or entity or the potential sponsor. All proposals require approval by the Board of SA in consultation with the CEO and appropriate senior management staff before they can be accepted by the SA member or entity.

SA will not provide any sponsor with a list of members and / or contact details. However SA may circulate information regarding a product to members with appropriate provider details.

## **TYPES OF SPONSORSHIP**

Sponsorship may be in the form of cash, preferred supplier discount / rebate, equipment provided free or at reduced cost, services, educational event, support for an event in cash or kind, cash discount on services purchased, or any other arrangement approved by the Board of SA.

## **SPONSORSHIP OBTAINED BY SKATE AUSTRALIA**

SA will endeavour to obtain sponsorship from sources including, but not limited to Federal, State and Local Government, insurance companies, airlines, travel agents, hotel chains, suppliers of sporting equipment including clothing, event co-ordinators and others.

While SA has a sponsorship arrangement in place with any sponsor, any SA affiliated body such as State Associations or any SA member, including individual athletes, may not confirm, without the express authority of the Board of SA, any sponsorship arrangement with an organisation that is, or could be, prejudicial to the existing sponsorship arrangement in place with SA.

State Associations are encouraged to pursue sponsorship arrangements for individuals or teams representing the State in line with their own sponsorship policies but these arrangements must not conflict with prior sponsorship arrangements put in place by SA or this policy. Where a conflict may arise, State Associations are entitled to approach SA to reach a compromise and the Board of SA will consider any proposed compromise at its sole discretion.

In addition, a State representative, provided he/she is not a member of the National Team support personnel, may request that a State sponsor be entitled to use (in relation to the promotion of a sponsor or the sponsor's products) athletes based in that State who are members of a National team.

## **USE OF SPONSORSHIP BY RECIPIENTS**

An athlete, whether an individual athlete or a member of a team, may source sponsorship in cash and/or kind for personal use, but such sponsorship must comply with this policy

A National Team Manager or Team coach may source sponsorship specifically to cover expenses of their position. The amount received will be deducted equally from the account of each athlete in any prior cost share arrangement that has been negotiated.

Any sponsorship sourced by Team support personnel for athletes in a particular team, must be shared equally amongst all team members.

## **SPONSOR AND PRODUCT ADVERTISING**

Sponsors may be offered advertising opportunities in SA publications, on the SA web site, and in competition and training venues at a cost determined by negotiation between the sponsor, the Board of SA and the CEO.

## **USE OF SKATE AUSTRALIA LOGOS**

The SA logo may only be used with permission and in a form approved by the Board of SA . The right of any sponsor to display the SA logo must not be granted until such use is approved by the Board of SA .

The ownership of the SA logo and all related intellectual property is vested in SA.

## **USE OF SPONSOR LOGOS**

Sponsor logos may only be used with permission and in a form approved by the Board of SA. Rights to display sponsor logos in association with the SA brand or property must not be granted until approved by the Board of SA.

Sponsor logos may be displayed on SA publications, its website, and at competition and other venues by permission of the Board of SA and the CEO.

Any SA policy relating to Team uniforms must be strictly adhered to at all times by all members of the team.

Rules pertaining to use of the Australia Coat of Arms (as amended from time to time) must be adhered to at all times with respect to the use of sponsor logos.

Sponsor logos may be displayed on team uniforms, with the approval of the Board of SA and in accordance with rules of SA and F.I.R.S, their technical committees and this policy (as amended from time to time).

The sponsor will have no automatic rights to have athletes in any team representing SA, its Branches or affiliated State Associations wear any identifying features of the sponsor, regardless of any level of sponsorship, except with the express permission of the Board of SA .

## **BREACH OF POLICY**

Any member (including but not limited to National Branches, State Associations and individual members) who is found have acted contrary to this policy may be disciplined in accordance with SA's disciplinary procedures.