



Document No. PD-004	Adopted/Last Reviewed: 12/07/2016
Name of Document: Sponsorship Policy	To be Reviewed:

1.0 PURPOSE

The purpose of this policy is to guide the Geelong Cross Country Club (GCCC) in the proper and effective management of its sponsorship activities.

2.0 POLICY

The Geelong Cross Country Club's Committee encourages the involvement of appropriate community and corporate sponsors in the provision of support for its activities.

The President and/or the nominated Sponsorship Coordinator have the authority to seek and negotiate corporate sponsorship agreements for the approval of the Committee. 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.

3.0 POLICY STATEMENTS

- Ensure that the sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- Ensure that the sponsorship agreement maintains the professional image of all parties
- Develop and maintain a positive relationship with our sponsors through regular communication
- Encourage mutual respect between sponsors should an element of competition be present
- Reserve the right to accept products for distribution on merit, not because they are free
- Ensure that the club obligations under the sponsorship arrangement are met
- Ensure that the sponsorship allocated is spent/used in the manner for which it was provided
- Ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement