

## Sponsorship policy



## Background

The Collingwood Basketball Association recognises that commercial sponsorship of sporting clubs, associations and competitions is becoming more prevalent in many sports, including basketball, and that as participation, programs, activities and costs increase we need to address sponsorship as a funding source. The purpose of this document is to clarify the issues relating to sponsorship and provide practical policies and guidelines to ensure that the integrity of our association is maintained, and that any arrangements that the association negotiates are of benefit to the association and the community that supports it.

## Guiding principles

It is expected that any arrangement:

- does not compromise the reputation and standing of the Collingwood Basketball Association in any way;
- does not diminish the spirit of good sportsmanship and fair play;
- does not diminish the sense of pride and personal integrity of players and participants;
- is sensitive to the range of cultural and ethnic groups in our community;
- only provides advertising, signage etc. that is unobtrusive and in good taste;
- is commercially sound and, on balance, of benefit to the Collingwood Basketball Association and its constituent community;
- does not unfairly disadvantage any business in our local community, or any business with which the association already has appropriate arrangements;
- is ethically and morally responsible (by the standards of the players and their families and the local community);
- respects the privacy of players and their families;
- does not seek to influence or alter any of the Association's published values and policies, statutory responsibilities, or personnel;
- does not seek to influence or alter decisions about team selection, coach selection or styles of training and game play;
- is not unduly intrusive.

We seek to work with sponsors who understand and are well aligned with the values of Collingwood Basketball Association. It is acknowledged that any advertising, promotional material or signage will be influencing not just the spectators who are watching but also, in perhaps a far more profound way, the players themselves and their families, particularly if the advertising appears on items that the players own, wear or regularly take home; such as clothing, trophies and photographic memorabilia.

Accordingly, our policy (as revised in October 2017) is that Collingwood All Stars junior player uniforms and other apparel will only have sponsor identification on them if the associated sponsorship quantum is significant, is supported by the Committee of Management, is from a business or organisation that aligns with the club's values and is of good standing in the community, and that conforms to these guiding principles and to the prescribed directives outlined below.

It should be recognised as a guiding principle that any perception of endorsement by the club of a sponsoring business or product, and influence that it will have on players and their families, will be proportionate to the frequency and comprehensiveness of exposure to, and relative prominence and of, advertising and corporate logos etc.

It is also recognised that many sponsors, whether businesses or otherwise, may not expect or require sponsorship signage or advertising at all, and that suitable and targeted acknowledgement of sponsorship may be more appropriate, to be considered whenever possible.

## **Prescribed directives**

Any arrangement or donation must:

- not benefit financially or otherwise any official, employee or contractor of the Collingwood Basketball Association (except if the individual is apparent or disclosed as being a beneficiary, whether as part of their role with the association or otherwise);
- not exploit vulnerable or impressionable people;
- not promote unhealthy, unethical or antisocial behaviour;
- not be associated with any company or individual that overtly supports a political organisation or religion;
- not be conditional on (but may accommodate) club members or their families purchasing a product or entering into any contractual agreement with a business, or recommending a product or service on social media;
- not disclose players' contact details or personal information to any external individual or organisation.

## **Types and levels of sponsorship arrangements**

Sponsorship in its broadest sense can take place on many levels and can involve different types of obligations and consequences for the Collingwood Basketball Association, our players, their families and the local community.

### **Gifts and donations**

This category includes one-off donations of products or vouchers for services that could be used as prizes in raffles, items in silent auctions or given to players in recognition of some achievement. This category also includes once-off cash donations or bequests. These

donations would not be perceived as being an endorsement of the product or service by most people; however, before accepting the donation steps should be taken to ensure that they do not contravene any of the guiding principles or prescribed directives listed above.

While the donor might be using this to promote their product or service, they are not gaining any significant commercial advantage and the donation may well reflect a genuine commitment from a business or individual to supporting community sport. This should be recognised in the form of a letter or certificate of appreciation that is sent to the donor, and where possible the donor and donation should be acknowledged publicly, such as in a relevant program or catalogue or on the association's website.

### **Secondary (or indirect) sponsorship**

Where the Collingwood Basketball Association has a working arrangement with an organisation, competition or business that itself has some sponsorship arrangement or receives payment for advertising such as McDonalds sponsoring the Dandenong tournament or Fox Sporting Pulse receiving money to place advertisements on the association's website. The Collingwood Basketball Association may or may not directly receive benefits or services for this level of sponsorship but it does not have and would not reasonably be perceived as having, control or discretion over what particular ads are displayed. It is therefore unlikely that the association would be seen to be endorsing particular products. However the association does not approve of this advertising in principle because of the potential to breach one or more of the guiding principles listed above. Wherever possible the Collingwood Basketball Association should seek to discourage associated organisations from entering into these agreements or continuing with them. Where the Collingwood Basketball Association directly receives some benefit or service from this type of sponsorship, the committee will investigate possible alternatives and adopt them where practical.

### **Special Program Sponsorship**

These arrangements provide financial support, or services in kind, for a particular special program. This could include, for example, subsidising the costs of participation in competition basketball or tournaments for those who otherwise could not afford to do so; or financing a coach for a specific team, group of players, or training program. This level of sponsorship is slightly more formal than indirect sponsorship and implies a degree of mutual support and endorsement between the Collingwood Basketball Association and the sponsoring company and its products, although it may not necessarily involve specific advertising or branding. Particular care should be taken that any arrangement conforms to the guiding principles and prescribed directives listed above.

### **Auxiliary Sponsorship**

This is a casual or "once-off" arrangement to provide financial support or services for a particular event or service, probably but not necessarily in return for some advertising. This could include, for example, providing trophies for a competition which may be badged with the company's logo. This level of sponsorship is similar to Special Program Sponsorship, implying a degree of mutual support and endorsement between the Collingwood Basketball Association and the sponsoring company and its products. Particular care should be taken

that any arrangement conforms to the guiding principles and prescribed directives listed above.

### **Ongoing paid advertising or rented advertising space**

This could include signage at a stadium or advertising space in a newsletter or on a website. The Collingwood Basketball Association has discretion over whether to accept these advertisements, but such an arrangement would be perceived as largely a commercial arrangement and not necessarily a strong endorsement of the product or company over other similar products or companies. However the relative prominence, regularity and period of time that these advertisements appear or are displayed will have an effect on and potentially influence the players and their families, and so care should be taken to ensure that they confirm to all the guiding principles and the prescribed directives above. Any payment that the club receives should reflect the true commercial value of such advertising.

### **Major Sponsorship and Associate (Minor) Sponsorship**

A Major Sponsorship is an exclusive arrangement for a specified time with one company in a given commercial domain. An Associate (Minor) Sponsorship is a non-exclusive arrangement for a specified time with multiple companies, each in a separate commercial domain. This implies that the association endorses and supports the sponsoring business to the exclusion of other businesses in the same commercial field. This could be problematic if it is a business or franchise which may get an unfair advantage over other local businesses, thus any sponsorship decision by the association will take this into account.

A Major Sponsorship arrangement could include a variety of commitments by the Collingwood Basketball Association such as advertising on the players' uniforms or merchandise. All the guiding principles and prescribed directives should be adhered to absolutely, and strong consideration should be given to how extensive, repetitive and ongoing exposure to particular corporate logos and branding is going to impact on players and their families; particularly the vulnerable and young. It should be also noted that the true commercial value of sponsorship deals is hard to establish or verify but this should not be underestimated.

It is expected that a main priority for a Major Sponsorship or multiple Associate (Minor) Sponsorships could be support for establishment and operation of open age teams, especially Youth League and Big V teams.