



CLUB SPONSORSHIP POLICY

Created September 2022  
Approved by Committee October 2022

1. **PURPOSE**

The purpose of this Policy is to provide the process that Clubs must follow to obtain approval for Sponsorship arrangements

2. **APPLICABILITY**

- a. This Policy applies to all Clubs.
- b. This Policy applies during all competitions, events, and other activities of the Association.

3. **DEFINITIONS**

In this Policy, unless otherwise stated:

**Association** means Fremantle Netball Association;

**Club** means any netball club or Entity Team affiliated and financial with the Association, and as otherwise defined in **Rule 11(8)(a)** of the Constitution;

**Committee** means the management Committee of the Association as determined by the Constitution;

**Constitution** means the constitution of Fremantle Netball Association Inc.;

**Entity Team** means a single team entering the competition at the Association that is not affiliated with a Club;

**Member** means any affiliated members of the Association, including players, coaching and umpiring officials, volunteers, Clubs, and Club members;

**Playing Uniform** means any item of uniform that is compulsory for Members of the Club to wear during competition;

**Policy** means this policy;

**Sponsor** means the organisation that has engaged in a Sponsorship with a Club;

**Sponsor Logo** means any logo, design, artwork, text, symbol, or other signage that identifies a Sponsor or its products;

**Sponsorship** means the payment of a fee, or payment in kind, by an organisation in return for public association with a Club, activity, individual, item, or property.

**Uniform Coordinator** means the Uniform Coordinator of the Association, as defined in the Constitution;

4. **THE POLICY**

- a. Prior to seeking Sponsorship where a Sponsor Logo will be placed on any item of the Playing Uniform, Clubs must apply to the Uniform Coordinator for approval of:
  - i. The name of the Sponsor(s);
  - ii. The colour of the Sponsor Logo to be used.



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- b. Only one item of Playing Uniform may have a Sponsor Logo (e.g. skirt, shirt, briefs, socks, shorts, dress), excluding the playing bibs.
- c. In relation to the size and placement of any Sponsorship Logo on the Playing Uniform:
  - i. On a Playing Uniform item other than the playing bibs, the total size of any Sponsor Logo must not exceed an area of 64cm<sup>2</sup>.
  - ii. On the playing bibs, any Sponsor Logo must not be higher than 5cm and must be placed below the player position lettering on the bib.
  - iii. Where the Sponsor Logo is that of the manufacturer on the Playing Uniform, the maximum area must not exceed 16cm<sup>2</sup>.

### 5. PROCEDURES

- a. Clubs should ensure that they apply for Sponsorship approval with sufficient time to allow for ordering the items once the approval is received.
- b. The Uniform Coordinator may request additional information from a Club that has applied for a Sponsorship Logo approval.
- c. The Uniform Coordinator may escalate an application for Sponsorship Logos on Playing Uniforms to the Committee.
- d. If the Uniform Coordinator believes for any reason that a Sponsorship Logo application may cause the Association to be in breach of their obligations with Netball WA or another associated organisation, additional review processes may be initiated.

### 6. MANAGING BREACHES OF THE POLICY

- a. If a Club is found to have breached this Policy:
  - i. In the case of a minor breach:
    - 1) a written warning may be issued;
    - 2) the Club may be asked to take remedial action;
    - 3) any item(s) found to be in breach may be required to be taken out of circulation or have production ceased until the issue is remedied.
  - ii. In the case of a major breach, such as an intentionally offensive or deliberate breach, in addition to the actions in **clause 6(a)(i)**, the Association may initiate disciplinary action.
  - iii. The Association may take any other action that is deemed appropriate and proportionate to the nature of the breach that has occurred.

### 7. RESPONSIBILITIES

- a. Clubs are responsible for following the requirements of this Policy and seeking approval prior to finalising Sponsorship arrangements.
- b. The Uniform Coordinator is responsible for the timely approval and escalation of requests for Sponsorship Logos on Playing Uniforms.
- c. The Committee is responsible for the timely approval of escalated requests for Sponsorship Logos on Playing Uniforms.
- d. The Committee is responsible for managing breaches of this Policy.

### 8. CHANGES TO THE POLICY

This Policy may be cancelled, amended, or supplemented by the Association as and when it sees fit. Any variation will be given to Members in writing by the Association.

The Association will review this policy on a regular basis to ensure that it remains effective in supporting the objectives and strategic direction of the Association, and to ensure ongoing



best practice governance.

Signed

A handwritten signature in blue ink, appearing to read 'Sondra'.

18/10/2022

**Sondra Anderson**  
**PRESIDENT**  
**Fremantle Netball Association**

**Date**