



CAIRNS SAINTS FOOTBALL AND NETBALL CLUB SPONSORS POLICY

Purpose

The Cairns Saints Australian Football and Netball Club will, from time to time, actively pursue, as well as receive requests from, third parties to sponsor the club and/or club activities. All such requests are to be directed to the designated committee member responsible for liaising with sponsors. The designated committee member for sponsorships should ensure that new sponsors to the club do not receive entitlements such as logo placement in areas that an existing sponsor has already secured the rights.

Levels of sponsorship

The committee will determine various levels of sponsorship and the benefits that sponsors shall accrue at each level. The committee shall, in making this determination, also provide guidance to the designated committee member as to the financial commitment each sponsorship level requires prior to the accepting of any sponsors for the upcoming sporting year. Additionally, the committee will provide guidance to the designated committee member on the total numbers of each sponsorship level that are to be achieved, in accordance with the budgeted revenue for sponsorships.

The designated committee member will liaise with the Treasurer to generate an invoice for each sponsor, in accordance with their level of sponsorship commitment. The designated committee member will also liaise with suppliers to ensure that the appropriate level of advertising is in place for each sponsor, including placement of logo/names on jerseys, ground advertising boards and official advertising material.

Further information on sponsorship packages is located in the Club's sponsorship document.

CAFL Rules and Regulations

The Club must respect all existing Australian Football League, AFLQ and AFL Cairns corporate partners and sponsors and ensure that no team sponsor is in direct competition with the sponsors from any of the abovementioned associations.

The Club is required to seek prior approval from AFL Cairns before entering into any sponsorship or advertising agreement, which approval may be granted, withheld or granted subject to conditions in the sole discretion of AFL Cairns.

CNA Rules and Regulations

The Club must respect all existing Cairns Netball Association, Netball Queensland and Netball Australia corporate partners and sponsors and ensure that no team sponsor is in direct competition with the sponsors from any of the abovementioned associations.

The Club is required to seek prior approval from the CNA before entering into any sponsorship or advertising agreement, which approval may be granted, withheld or granted subject to conditions in the sole discretion of the CNA.

Date of policy: 21st of October 2013

Review date: 21st of October 2017



Cairns Saints Australian Football Club Inc