



Sponsorship policy Darwin Tennis Association (DTA)

Purpose

To ensure that there is an appropriate framework to guide decisions about the type of sponsors DTA wishes to be involved with and this is adhered to when approaching or being approached by sponsors. To provide the Committee with a guide to safeguard against inappropriate commercial interests becoming associated with DTA and to ensure the club's values and vision are reflected by its business dealings.

Policy

The DTA encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities, and events.

Authority to enter into sponsorship arrangements

The nominated Sponsorship team of the Committee have the authority to seek and negotiate sponsorship agreements for the approval of the Committee.

The service provider is also authorised to seek and negotiate with potential sponsors, adhering to terms and conditions set out in item 2 of Schedule 4 in the current contract between the service provider and the DTA and in line with the provisions of this policy.

Characteristics of sponsors and sponsorship agreements

Sponsors must all be from reputable organisations whose public image, products and services are consistent with the mission and objectives of the Darwin Tennis Association.

There will be:

- No sponsorship arrangements with tobacco companies
- No sponsorship of junior events from alcohol companies
- No sponsorship from payday loan companies

Sponsorship agreements must not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions

Sponsorship agreements must maintain the professional image of all parties

The sponsor or its product will not be explicitly endorsed through the sponsorship agreement with Gardens Tennis

Gardens Tennis reserves the right to accept products for distribution on merit, not just because they are free

Documentation and communication with Sponsors

All sponsorship agreements must be appropriately detailed with a clear indication of the benefits to Gardens Tennis and the Sponsor.

All sponsorship agreements must be properly recorded and documented with a copy supplied to both parties

A positive relationship with sponsors is to be maintained through regular communication

Obligations of DTA and the Service Provider

Ensure that the Club and/or Service Provider's obligations under sponsorship arrangements can be and are met

Ensure that the sponsorship received is 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

Ensure that all sponsorships accepted adhere to the relevant sections of the DTA constitution and the Associations' Act (2015).

Sponsorship agreements to be reviewed on an annual basis

Policy on sponsorship to be reviewed after 12 months of approval

Date Approved 20th June 2016

Signed 

Date 20/06/16

President

Signed 

Date 20/6/16

Secretary