



# Sponsorship Policy

Version 1.0

October 2017

## 1. Purpose

To provide a framework whereby any form of sponsorship within the district is obtained and applied in a consistent, measurable and controlled manner that meets with the sponsor and CGA objectives

## 2. Scope

This policy applies to any form of sponsorship that is obtained from 3<sup>rd</sup> parties for the purpose of funding or supporting any CGA sanctioned event/ function/ team/ squad/ coach/ LTS instructor/ athlete. This policy may be applied by any CGA affiliate or member club and is subject to the prevailing CGA Constitution and Bye-Laws.

## 3. Authority

All sponsorships of CGA shall be reviewed and approved by the CGA Executive at the next scheduled meeting. Each sponsorship event shall have a written agreement which outlines specific responsibility, authority and accountability of all parties and individuals involved. This agreement shall be signed by any two members of the CGA Executive as well as a duly authorised representative/s of the sponsor.

The CGA Executive shall nominate and appoint a person who shall have the responsibility for implementing the terms of the sponsorship agreement. The nominated person shall provide written acceptance of this appointment.

Sponsorship requirements and/or opportunities may be identified by any CGA affiliate or member club and communicated to the CGA Executive for further action.

#### **4. Sponsorship Requirements**

The CGA Executive shall review sponsorship needs and requirements annually prior to the AGM and/or budget review. Subsequently CGA shall publish a list of sponsorship opportunities/requirements within the CGA district including, amongst others:

- Donation/loan of equipment required to run/operate events
  - For example laptops/scoreboards/gazebos/chairs/tents/timing systems etc
- Upgrade of facilities
  - For example diving blocks/diving boards/change rooms/ablutions/audio visual equipment/ score board etc
- Funding travel costs of CGA teams/squads/coaches/individual athletes attending national/international events representing the district/province/country.
- Funding/donation of official CGA kit and attire
- Funding of Learn To Swim (LTS) or aquatics development programmes, including public awareness campaigns
- Education and training for technical officials, coaches and LTS teachers/instructors
- Sponsorship of specific events/galas/championships
  - Costs of event
  - Prize money/prizes/vouchers
  - Medals

Any monetary donation for CGA shall be paid into CGA's account and not to an individual or club.

#### **5. Sponsorship Acknowledgement**

CGA shall agree with the sponsor the form, frequency and timing of sponsor acknowledgement.

This acknowledgement may take the form of, but not limited to:

- Sponsor branding on donated/sponsored/funded equipment/clothing/facilities
- Sponsor logo on the official website
- Sponsor branding/products/marketing stand displayed at event
- Broadcast of sponsor advertisement over public address system at event
- Article in local/regional/national newspapers
- Radio/television station interviews
- Newsletters to affiliates /clubs

All use and application of branding and logos shall be according to CGA policies for official kit, equipment and facilities.

## **6. Management of Sponsorship**

The CGA nominated person shall implement and apply the sponsorship, according to the terms of the written agreement between CGA and the sponsor.

All use of sponsored equipment/clothing/facilities shall be approved by the CGA Executive in advance.

All expenses and transactions involving sponsorship shall be recorded and approved according to CGA financial policy and procurement procedures.

All sponsored/donated/purchased equipment shall be recorded in the CGA asset register and permanently marked with a CGA asset number. These items shall be stored, managed and audited annually according to CGA financial policy and procedures.

All sponsorship agreements shall be audited by the CGA Treasurer at conclusion to ensure compliance, transparency and achievement of objectives by the sponsor and CGA. All sponsorship agreements shall be available for review by valid stakeholders.

## **7. Prohibited Use of Sponsorship**

- Equipment/facilities/clothing/funds may not be used for the personal benefit of any member of the CGA Executive, staff or members of its Technical Committees.
- Sponsorship or the proceeds thereof may not be used in part or whole to cover travel costs for any of the above, unless in their capacity as part of the operational/management team for a specific event.
- Sponsorship or the proceeds thereof may not be used in part or whole to cover operational costs of CGA.

## **8. Sources of Sponsorship**

CGA welcomes support and sponsorship from any organisation or individual whose objectives, principles and ethics align with its own and the CGA Constitution.

CGA shall not enter into sponsorship agreements with the following:

- Political parties or associations
- Sports nutrition or supplement manufacturers/distributors where the sponsorship is directly linked to specific brands/makes of supplements

- Medicine or drug manufacturers/distributors where the sponsorship is directly linked to specific brands/makes of drugs or medication.
- Any organisation whose activities or reputation will negatively affect CGA's public image or reputation or contravene its Constitution or Bye-Laws.

## **9. Sponsorship Agreement**

Each sponsorship event shall be accompanied by a formal written agreement between CGA and the sponsor.

This agreement shall contain the following as a minimum;

- Details of the form of sponsorship
- Approved use of the sponsorship
- Period of sponsorship/agreement
- Sponsor and CGA responsible parties
- Fund payment/transfer schedule
- Authorisation procedures
- Sponsor and CGA objectives
- Sponsor and CGA obligations
- Sponsorship measurement criteria
- Communication and publicity requirements
- Breach of agreement and recourse

The sponsor and CGA shall each retain a signed copy of the agreement. CGA shall file its' copy of the agreement according to the CGA document control policy/procedure.

**ANEXURE A**

**SPONSORSHIP/DONATION TO CENTRAL GAUTENG AQUATICS**

**PARTIES**

SPONSOR/DONOR:

RECIPIENT:

**APPROVAL OF THE SPONSORSHIP/DONATION**

CGA EXECUTIVE OFFICER:

DATE:

CGA EXECUTIVE OFFICER:

DATE:

SPONSOR REPRESENTATIVE:

DATE:

**DETAILS OF THE FORM OF SPONSORSHIP OR DONATION**

**USE OF THE SPONSORSHIP OR DONATION (I.E. WHAT IS IT TO BE USED FOR)**

**PERIOD OF THE AGREEMENT**

## **RESPONSIBLE PARTIES FOR THE EXECUTION OF THE AGREEMENT**

CGA RESPONSIBLE PERSON:

SPONSOR'S RESPONSIBLE PERSON:

## **FUND PAYMENT AND/OR ITEM TRANSFER DETAILS**

## **SPONSOR'S AND CGA'S OBJECTIVES**

## **OBLIGATIONS OF SPONSOR AND CGA**

## **SPONSORSHIP MEASUREMENT CRITERIA**

## **COMMUNICATION AND PUBLICITY REQUIREMENTS**

**BREACH AND RECOURSE**

**OTHER REQUIREMENTS OR SPECIFICATIONS**

**SPONSORSHIP/DONATION COMPLETE**

YES

NO