



# TORQUAY SURF LIFE SAVING CLUB INC.

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## **TORQUAY SURF LIFE SAVING CLUB SPONSORSHIP BYLAW**

### **DOCUMENT PURPOSE**

Torquay Surf Lifesaving Club (TSLSC) is a volunteer club fully funded by membership fees and sponsorships. TSLSC welcomes public support through sponsorships. These arrangements are vital to ensure our club remains financially viable.

TSLSC recognises our large member base will have many contacts that are potential sponsors and encourage our members to source sponsorship opportunities.

The purpose of this document is to describe how a sponsorship arrangements maybe entered into, the approvals required to enter a sponsorship and acceptable sponsor behaviour.

As a rule all sponsorship opportunities will be considered within the context of TSLSC values and organisational wide priorities to ensure all sections of TSLSC are equally considered as beneficiaries of sponsorships.

### **AUDIENCE**

All TSLSC committee members, all TSLSC club members, all potential sponsors of TSLSC.

### **DOCUMENT OWNER**

TSLSC Director of Marketing – Position held by Fleur Batties at time of publication.

Contact [marketing.tslsc@gmail.com.au](mailto:marketing.tslsc@gmail.com.au)

### **HOW A SPONSORSHIPS MAY BE ENTERED INTO**

To ensure all sponsorships are aligned with TSLSC values the Marketing Director must be involved in all sponsorship negotiations as described in this document.

For a TSLSC club member to enter into sponsorship negotiations they must obtain Marketing Director approval to act as TSLSC representative in the negotiation.

The Marketing Director must be made aware of all sponsorships negotiations and will retain the right to cease negotiations if required.

### **SPONSORSHIP NEGOTIATION STEPS**

1. Initial Contact

A member may make contact with a potential sponsor and explain

- what the club does
- that the club relies on sponsorships for funding
- that all sponsorships are subject to formal agreement
- that the TSLSC marketing director must agree to and be involved in all sponsorship agreements

The member is to make no commitment to sponsorship or accept any funds or donations in any form including products at this stage.

## 2. Subsequent Contact

Once the potential sponsor has shown interest in pursuing a sponsorship the TSLSC member must contact the Marketing Director via email to explain the potential sponsorship.

The Marketing Director will use this information to determine if the sponsorship should be pursued.

Information to be included in the email to [marketing.tslsc@gmail.com.au](mailto:marketing.tslsc@gmail.com.au)

- member name & involvement in the club
- potential sponsors name, core business and contact details
- potential sponsorship terms
- potential sponsorship amount

## 3. Marketing Director Response

The Marketing Director will determine if the potential sponsorship is aligned to TSLSC values and strategic organisational wide priorities. If alignment is found the Marketing Director will then determine who will negotiate on behalf of TSLSC, to be known as the TSLSC representative. This will be communicated to the TSLSC member within 7 days.

## 4. Sponsorship Terms

The TSLSC representative and the potential sponsor will negotiate terms of the sponsorship. Any obligations on TSLSC must be approved by the Marketing Director.

Sponsorship terms must include:

- Period of the sponsorship
- Value of the sponsorship – detail if including or excluding GST
- When the sponsorship will be paid
- Sponsor obligations – e.g provide product, attend events etc
- TSLSC obligations – e.g advertise sponsorship, promote to our members, be at events

Special points to note:

- Branding – if the agreement includes branding of any TSLSC assets the parties must agree on who will bear the cost of branding the assets and of removing the branding at the end of the agreement. It must also be agreed the branding is only for the term of the agreement.
- Access to members – TSLSC can not provide access to our member database contact details. We can promote sponsorships via website, email and club newsletters

The TSLSC representative is to make no commitment to sponsorship or accept any funds or donations in any form including products at this stage.

## 5. Final Agreement

Once verbal agreement has been made between the TSLSC representative and the sponsor an agreement between the parties must be documented. Agreement form and approval for sponsorship commitment is dependant on value of the sponsorship:

- For sponsorships under \$2,000  
The TSLSC representative may commit to the sponsorship via an email to the sponsor describing the agreed terms with the marketing director copied
- For sponsorships over \$2,000  
Only the Marketing Director may commit to the sponsorship via a letter detailing the sponsorship terms signed by the TSLSC marketing director and the sponsor

The TSLSC representative has entered into a commitment of sponsorship and may accept funds, donations and products in accordance with the sponsorship agreement at this stage.

## 6. Invoicing

Once the sponsorship is agreed a request to invoice the sponsor must be sent to [treasurer.tslsc@gmail.com.au](mailto:treasurer.tslsc@gmail.com.au)

## 7. Record Keeping

The sponsorship agreement and a copy of the invoice is to be filed on Google Drive Marketing Section

## **APPROVALS REQUIRED**

All sponsorships valued up to \$2,000 must be approved by the Marketing Director

All sponsorships valued over \$5,000 must be approved by the TSLSC Committee.

## **SPONSOR BEHAVIOURS**

TSLSC expects all sponsors to be aligned to the TSLSC values and culture and respect the inclusive nature of the club, the position of the elected committee and the terms of any sponsorship agreement entered into.

If at any time the committee feels sponsor behaviour is not in keeping with the clubs values the sponsorship agreement will be reviewed by the committee. The committee has the authority to cancel a sponsorship agreement on majority vote. Behaviours that could trigger sponsorship review include but are not limited to;

- attempts to influence club administration and due process outside of the terms of the sponsorship agreement
- sponsor use of club equipment or facilities in a manner not in accordance with the sponsorship agreement
- un acceptable conduct at any TSLSC event
- change in sponsors public persona in a way that is not aligned to TSLSC culture and values.