



Sponsorship Policy

POLICY OBJECTIVES

To encourage the involvement of community and corporate sponsors in the provision of events and facilities within the Eastern Suburbs Football Association (ESFA) boundaries, while protecting the communities' interests and the ESFA's values.

POLICY STATEMENT DEFINITIONS

Contract: A legally binding contract bearing signatures and company seals of both parties.

Donation: An offering of product or cash given without any express, implied or anticipated commercial return.

In Kind (Contra): Term to describe products or services provided in lieu of cash in exchange for sponsorship rights.

Letter of Agreement: Letter signed by both parties, outlining all points of agreement, including benefits, communication, and payment dates.

Sponsorship: A contribution in money or in kind, generally by the corporate sector or private individuals, in support of the Eastern Suburbs Football Association or any of its members.

A. General Principles

1. The Chief Executive Officer of ESFA has the authority to seek and negotiate corporate sponsorship agreements for the approval of the Board of Directors.
2. All sponsorship participants must be reputable organisations whose public image, products, and services are consistent with the values, goals, and specific policies of the ESFA.
3. Before securing a sponsorship agreement, the ESFA will ensure that the proposed agreement will:

- I. consistently maintain the ESFA and the sponsor's professional image within the community;
 - II. develop and maintain a positive relationship with the sponsor through regular communication, plus acknowledgement by an invitation to the Presentation Night;
 - III. ensure the sponsor's product meets the ESFA's approval. The ESFA reserves the right to accept products on merit, not because they are free;
 - IV. not conflict with the objectives and policies of the ESFA and the sponsor;
 - V. not impose or imply conditions that would limit the ESFA's ability to carry out its functions fully and impartially;
 - VI. not involve explicit endorsement of the sponsor or its products;
 - VII. not control or influence any dealings between the parties;
 - VIII. ensure sufficient resources are available to deliver the promised sponsor benefits; and
 - IX. ensure no employee or officer bearer is receiving a personal benefit from the sponsorship.
4. The ESFA will apply sponsorship funds (less appropriate administrative costs) for the sole purpose identified in the sponsorship agreement.
5. The ESFA may accept alcohol related sponsorship, providing there is no direct link between the sponsorship and activities, assets, facilities, or services for people under the age of 18 years, and conditional upon the responsible service and use of alcohol being promoted within the terms of such sponsorship.
6. Sponsorship agreements to the value of \$20,000 will require a *letter of agreement*. The ESFA lawyer provides advice for more complex agreements or agreements over \$20,000.

B. Exclusions

The ESFA has identified a number of industries that it will not enter with into sponsorship partnerships. They are:

- I. Companies, Partnerships, or Sole Traders involved in the manufacture, distribution and wholesaling of tobacco related products.
- II. Companies, Partnerships, or Sole Traders who are under investigation by any legal or government regulatory authority.
- III. Companies, Partnerships or Sole Traders whose services or products are injurious to health, or seen to be in conflict with the ESFA's policies and responsibilities to the community.

C. ESFA Member sponsorships

The ESFA requires that its members comply with the express and implied intent of this policy when pursuing individual, team or club sponsorships.