



Queensland Weightlifting Association

Sponsorship Policy

Approved by the QWA Management Committee: 28/10/2014
Review Date: / /2016

SPONSORSHIP POLICY

1. Purpose

The Purpose of this policy is to have:

- 1.1. common guidelines on the development of Queensland Weightlifting Association (QWA) sponsorships;
- 1.2. clear direction in the way sponsorships may be commissioned; and
- 1.3. essential criteria for the structure of sponsorships.

2. Sponsorship Principles

The following Sponsorship Principles for the QWA should be taken into account when assessing potential sponsorship arrangements:

- 2.1. The Association seeks appropriate relationships with organisations, individuals, business and government agencies in relation to sponsorship arrangements.
- 2.2. Sponsorship programs and/or activities should contribute, either directly or indirectly, to the quality of participation in the sport.
- 2.3. The sponsorship must not compromise the standards and ethics of the Association.
- 2.4. All sponsorships should be formalised through written agreements that clearly outline the benefits for all parties, the duration of the sponsorship and termination conditions.
- 2.5. Sponsorships should be reported on in accordance with normal financial reporting procedures.
- 2.6. Sponsorships should only be negotiated with reputable organisations whose public image, products and services are consistent with the principles, vision and goals of the QWA (ie alcohol or tobacco products are not regarded as an appropriate sponsor organisation).
- 2.7. Sponsorships should generally be sought by striving to maintain an open approach that provides equality of opportunity to would-be sponsors to maximise awareness of sponsorship opportunities.
- 2.8. Sponsor benefits should be commensurate with the level of sponsorship.
- 2.9. No staff member or QWA official is to receive a personal benefit from a sponsorship.
- 2.10. The QWA Committee must ensure that no conflict of interest exists within the decision making process.
- 2.11. Sponsorship agreements must not expose the QWA to any financial, legal or other risks.

3. Seeking Sponsorship

Sponsorships should generally be sought by selecting the most open strategy that is appropriate for the particular circumstances such as calling expressions of interest or using other broadly based mechanisms to maximise awareness of sponsorship opportunities.

4. Acknowledgement

The extent of acknowledgment provided to sponsors should be consistent with the level of sponsorship provided. While forms of acknowledgement may vary, some examples that could be considered include:

- placement of a sign with the name and or logo of the sponsor for the duration of the sponsored activity or event.
- sponsor display at the sponsored QWA event.
- public acknowledgment of the sponsor during the competition or event.
- acknowledgment of the sponsorship in newsletters and annual reports.
- a letter of appreciation to the sponsor.

5. Available Sponsorship

5.1. State teams

Sponsorships are available for the following Queensland Weightlifting Teams:

- Senior Men
- Senior Women
- Junior Men
- Junior Women
- Youth Men
- Youth Women
- Under 15 Boys
- Under 15 Girls
- Masters Men
- Masters Women

Potential sponsorships include:

- Travel sponsor (flights or accommodation) either full or discounted arrangements
- Team naming rights sponsor
- Equipment/Product sponsor
- Uniform sponsor

Whole State teams would normally be covered, but it may be exclusive if a sponsor wishes to reach a certain demographic and this can be accommodated in the sponsorship hierarchy without conflict.

5.2. QWA Competitions/Events

Competitions are strictly the property of QWA and the integrity of the competitions must not be compromised. However sponsorship arrangements may be advantageous to the QWA and the sponsor for some State administered competitions including:

- QWA League and Masters League either whole competition or individual rounds.
- Masters Championships.
- Qld Under 15 and Youth Championships.
- Qld Senior and Junior Championships.
- Qld All Schools Championships.

Potential sponsorships include:

- Competition naming rights.
- Venue sponsor (QWA League final for example).
- Signage sponsor (at QWA competitions).
- Equipment/Product sponsor (Competition equipment/food and beverage, etc).

5.3. Other

- QWA Course sponsors - coaching, officiating.
- Website sponsors - hosting, advertising, etc.
- Display/Promotion sponsor - providing product displays or product promotions at any QWA administered event. Any agreement to display/promotional sponsorship by the QWA must ensure that the integrity of the competition is maintained and there is no conflict with major sponsors.

6. Exclusions

6.1. Tobacco and Alcohol will not be considered for QWA sponsorship.

6.2. The QWA reserves the right to reject a category of sponsor it deems inappropriate to the standards and ethics of the Association.

7. Cash and in kind Sponsorships

7.1. Values of sponsorships will be determined by the QWA Committee. It is acknowledged that the value of sponsorship for similar activity may vary from event to event or team to team. As such minimum values of sponsorship should be considered only as assistance in deliberations.

7.2. Sponsorships can be provided either in cash, as a commercial arrangement or as a value-in-kind supply service or arrangement (or discounted charges, etc). Other goods or services directed towards prizes of any description may also be acceptable.

7.3. Revenue obtained from sponsorship arrangements can be either cash or value-in-kind. Some organisations may provide products or services which are value-in-kind. The Independent Commission Against Corruption advises that agencies should be careful not to accept a sponsor's product simply because they are offered free of charge as this could result in implicit endorsement of a sub-standard product. The QWA should ensure the product is of the type and quality that it requires before it agrees to accept sponsorship.

8. Finance

All monies, goods or services received by the QWA from sponsorship activities must be treated in accordance with normal standard financial and accounting practises and reported in the Association's Annual Financial Statements.

9. Written Agreements

- 9.1. Sponsorships are formal agreements which must be based on either written contracts or an exchange of letters – depending upon the size of the agreement.
- 9.2. Written agreement must be reached with the sponsor about the extent and form of acknowledgment which the Association can reasonably give in return for sponsorship.
- 9.3. Each sponsorship agreement or letter should be made for a specific period of time.
- 9.4. Termination conditions allowing either party to withdraw from the arrangement must also be included.
- 9.5. The sponsorship agreement or letter should clearly outline the benefits and commitments for all parties.
- 9.6. Copies of agreements and letters should be available for audit purposes if required.

10. Responsibilities and Delegations

- 10.1. All sponsorship arrangements must be approved by the QWA Committee.
- 10.2. Any committee member who has an identified or perceived conflict of interest in a sponsorship arrangement must exclude themselves from the discussion and vote on the matter unless agreed to by a majority vote of committee members.
- 10.3. The QWA Committee may delegate the Association's Executive Director or any other member of the Committee to negotiate sponsorship arrangements for the Committee's approval.
- 10.4. The approval process must ensure that the principles contained in the policy are abided by.

11. Monitoring and Evaluation

- 11.1. The QWA Committee will facilitate an annual review of this policy. The annual review will focus on sponsorship activities, including in-kind contributions.
- 11.2. The review should collate information on:
 - Names of sponsoring organisations
 - Value of sponsorships in financial terms for monetary and estimated value for in-kind contributions
 - Contractual parties contact details
 - Key contractual arrangements – main benefits to the sponsor and the QWA, duration of arrangement, any exclusivity and other significant arrangements.
 - Success or otherwise of the arrangement.

12. Further Information

For further information relating to the policy, or QWA sponsorships, contact the QWA General Manager on 07 3823 1377 or via email at qwa@qwa.org