



Sponsorship Policy

INDEX:

1.	Purpose	2
2.	Objectives	2
3.	Definitions	2
4.	Eligibility Criteria for Sponsors	2
5.	Responsibilities of the Board	2-3
6.	Member Account Credit	3
7.	Sponsorship Benefits	3
8.	Sponsor Responsibilities	3
9.	Club Responsibilities	3-4
10.	Sponsorship Agreement	4
11.	Review and Evaluation	4
12.	Sponsorship Categories	4

REVISION:

Section Name:	Section Number:	Date Updated:	Updated By:	Comments

1 Purpose

The purpose of this sponsorship policy is to establish clear guidelines for securing, managing, and leveraging sponsorships to support the operations and growth of Olympian Swim Club. This policy aims to ensure transparency, consistency, and alignment with the club's values and objectives.

2 Objectives

- 2.1. **Financial Support:** To obtain financial contributions that support the club's programs, equipment, facilities, and athlete development.
- 2.2. **Brand Alignment:** To partner with organizations whose values and target audience align with the club's mission and community focus.
- 2.3. **Mutual Benefit:** To create mutually beneficial relationships where sponsors receive value in return for their support.

3 Definitions

- 3.1. **Donation:** A cash or in-kind donation made with little or no expectation of commercial potential by the donor.
- 3.2. **Member:** means any person who is admitted as a Member of the Club pursuant to this Bylaw and has observed and fulfilled all the duties or obligations pertaining to their membership and has paid in full all Dues.
- 3.3. **Sponsorship:** A cash or an in-kind (product) contribution made to the OSC or OSC event, in exchange for access to the commercial potential of association to the OSC.

4 Eligibility Criteria for Sponsors

- 4.1. Sponsors must:
 - 4.1.1. Align with the club's values and mission.
 - 4.1.2. Be willing to support the club's programs and activities in a manner that enhances the club's public image.
 - 4.1.3. The Board may, from time to time, exclude sponsorship opportunities which may, in its opinion, negatively impact the reputation of the Club.

5 Responsibilities of the Board

- 5.1. OSC recognizes the value and potential of sponsorship opportunities. In approving a sponsorship relationship, the Board must consider and balance the relative benefits and risks of a sponsorship relationship and its effect on the reputation of OSC and/or its athlete(s).
- 5.2. All sponsorship commitments are the purview of the Board. No sponsorship will be pursued and/or accepted by a member without obtaining written authorization of the Board. No member will commit, verbally or in writing, OSC to any Sponsorship obligation. Any perceived or real commitments that have not been authorized by the Board will not be honoured.

- 5.3. Sponsorship opportunities may be considered by the Board generally, or within an event-specific framework. Members who receive authorization to pursue sponsorship opportunities will use standard OSC sponsorship letters and/or materials available through the OSC office.
- 5.4. All sponsorship agreements will be approved by the Board, at its discretion, and will be made in writing and signed by the President or their designate.
- 5.5. The Board reserves the right to consult with the donor / sponsor to verify the donor's intentions and confirm representations made on behalf of the OSC by the member(s) seeking to secure the Sponsorship.
- 5.6. The Board reserves the right to decline any offer of sponsorship, which is not considered to be in the best interest of the OSC.

6 Member Account Credit

- 6.1. Where a member has requested and is deemed by the Board to have been instrumental in securing a Sponsorship to the OSC, the Board may authorize 5% of the Sponsorship cash value (up to a maximum of \$1,000.00) to be credited to the Member Account.
- 6.2. Where the proceeds are the result of a group or committee efforts the credit will be divided equally among the involved members.
- 6.3. Credit will only be provided for cash contributions, not for in-kind contributions.

7 Sponsorship Benefits

- 7.1. Brand Exposure may include Logo placement on club apparel, websites, social media, and event materials.
- 7.2. Recognition may include acknowledgement in newsletters, meet packages and e-heat sheets and during events.
- 7.3. Engagement Opportunities may include Invitations to club events, meet-and-greets with athletes, and other engagement activities.
- 7.4. Exclusive Content may include access to behind-the-scenes content and updates about the club's achievements.

8 Sponsor Responsibilities

- 8.1. Financial Contributions: Provide agreed-upon monetary support in a timely manner.
- 8.2. In-Kind Contributions: Deliver goods or services as outlined in the sponsorship agreement.
- 8.3. Promotion: Support the club through active promotion and engagement as agreed.

9 Club Responsibilities

- 9.1. Recognition: Ensure sponsors receive agreed-upon benefits and recognition.

- 9.2. Communication: Maintain regular communication with sponsors and provide updates on the club's activities and achievements.
- 9.3. Accountability: Report on the impact and outcomes of the sponsorship to the sponsor.

10 Sponsorship Agreement

- 10.1. A formal agreement will be drafted outlining:
 - 10.1.1. Sponsorship level and financial or in-kind contributions.
 - 10.1.2. Specific benefits and recognition provided to the sponsor.
 - 10.1.3. Duration of the sponsorship and renewal terms.
 - 10.1.4. Terms and conditions, including any exclusivity clauses or restrictions.

11 Review and Evaluation

- 11.1. The sponsorship policy will be reviewed annually to ensure it meets the evolving needs of the club and its sponsors. Feedback from sponsors will be sought to improve the sponsorship experience and relationship.

12 Sponsorship Categories

- 12.1 Business Development Director will develop sponsorship categories and packages during the swim season as required.