



LBYC Sponsorship Policy

Name:	Sponsorship policy
Approver:	Executive Committee
Date of Approval:	July 2023
Owner:	Rear Commodores
Next Review Date:	July 2026
Application:	Universal

Contents

Contents	1
Objectives	1
Reviews of this Policy	1
Context	1
Definition	2
Engaging with sponsors	2
Formal process	2
Responsible Person	3
Version History	3

Objectives

The objectives of this policy are to ensure that sponsors get value for their contributions and that our processes dealing with sponsors and their contributions are both consistent and transparent.

Reviews of this Policy

This policy will be reviewed at least every three years or earlier at the discretion of the Executive Committee.

Context

This policy is written for the use of LBYC executives and management as a guide to expectations when engaging with sponsors for club events and publications. It covers events for racing, cruising and social, and publications such as the Almanac and the website.



LBYC Sponsorship Policy

Note: Placement of advertisements in, for example, the Almanac does not constitute sponsorship.

Definition

The person responsible will be the individual delegated by the Executive Committee with the responsibility to engage sponsors.

Engaging with sponsors

The person responsible working with a prospective sponsor should cover the following:

- Get approval from the Executive Committee and alert the Treasurer
- What the sponsor wishes to contribute
- What they expect in return for their sponsorship
- How their contribution will be used
- An agreed timeline for services or transfer of funds
- How LBYC will promote the sponsor and recognise their contribution
- If anything is requested of the sponsor e.g., attend at the beginning / end of an event, provide logo and advertising material, prizes, etc.

Formal process

- The person responsible will provide a written response to the sponsor thanking them for their support and outlining the expectations of their engagement.
- If the contribution is financial to support a specific event, an invoice will be sent on the agreed date.
 - It is the responsibility of the person responsible engaging the sponsor to ensure that payment is secured at least 2 weeks in advance of the event.
 - The LBYC office / Treasurer will raise an invoice approximately six weeks prior to the event or publication deadline. This includes details of name, address, email address, cell phone number and amount of invoice.
 - The invoice to be sent to the sponsor should be for the agreed amount, including/excluding GST as agreed, and the due date for payment being at the latest two weeks prior to the event.



LBYC Sponsorship Policy

- If payment is not received on the due date the person responsible will contact the sponsor to discuss prompt payment of the agreed funds.
- If payment is still not received the agreement with that sponsor will be withdrawn and the Executive Committee alerted.
- The Executive Committee will work with the person responsible to decide next steps.
- After the event / publication for which sponsorship was received the person responsible will write to thank the sponsor and publicly acknowledge their support. (unless they wish their support to be anonymous).

Responsible persons

The persons responsible are required to ensure that this policy is implemented, maintained and reissued as required. The Executive Committee will support the person responsible in the exercise of this, through reporting and discussion as part of Executive meetings.

Version History

Version	Date released	Version	Author
Initial Draft	March 2019	v0.1	Unknown
Revision 1	July 2023	P00 tbc v0.2	B Mavor