

# **Policy for Sponsorship of LBYC club events and publications**

## **Background**

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

## **Engaging with sponsors**

Sponsors should be made clear of the following terms of engagement before agreeing to be a sponsor.

- What will be expected of them? e.g. attend at the beginning / end of an event, provide logo and advertising material, prizes, etc.
- What the funds will be used for? e.g. Prizes, equipment, publications.
- What will they receive in return? e.g. acknowledgement in The Cutlass, on the website, in the clubrooms, etc.
- The amount of funds agreed to.
- When the funds will be expected to be paid to LBYC?

## **Process for securing funds**

- A written acknowledgement is to be sent to the sponsor thanking them for their support and outlining the terms of their engagement, as well as advising that an invoice will be sent on the agreed date.
- A request is put in writing to the LBYC office to 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, and the due date for payment being one month or at least two weeks prior to the event.
- If payment is not received on the due date a statement will be sent to the sponsor and the person responsible for the engagement will be advised and must contact the sponsor to ensure payment is received promptly.
- If payment is not received at least two weeks prior to the event another sponsor should be secured and the agreement with that sponsor be withdrawn.
- It is the responsibility of the person engaging the sponsor to ensure that payment is secured in advance of the event / publication.