



NEWPORT CRUISING YACHT CLUB

POLICY AND GUIDELINES FOR ENGAGEMENT WITH SPONSORS

Our SPONSOR POLICY:

A primary FOCUS of the NCYC Management Committee is to ensure that NCYC members have an opportunity to participate in a wide range of social sailing activity through which sailing skill and boat performance are recognized in an environment of friendly but competitive social interaction.

Sponsorship of our club is an essential factor in the achievement of these outcomes and is an important source of funding that enables the provision of quality prizes, post race fellowship and low membership fees.

To procure and retain sponsorship the NCYC must act professionally in its dealings with sponsors and ensure that our sponsors receive effective exposure to and support from our members and the broader community. To achieve these outcomes the NCYC has adopted the following *Sponsorship Guidelines*.

NCYC SPONSORSHIP GUIDELINES:

1. Our dealings with sponsors will be ethical and consistent.
2. We will do all we can to ensure that our sponsors receive value and due recognition for their contribution to our Club.
3. All communication with our sponsors must be approved by the Management Committee.
4. We will engage with our Sponsors in a manner that is both clear and informative as to our respective undertakings and agreed outcomes.
5. We will adopt categories of sponsorship that allow prospective Sponsors to select a level of contribution that best suits their requirements.
6. Categories of Sponsorship:
 - **EXCLUSIVE WAGS SPONSOR** - \$500 (for 6 months) - \$1,000 or more (for 12 months) – Exclusive Exposure for selected sponsorship period.

Note: This sponsorship is intended to enable a sponsor to exclusively sponsor the WAGS races and prizes for a specified period.

- **EXCLUSIVE SAGS SPONSOR** -\$500 (for 6 months) -\$1,000 or more (for 12 months) – Exclusive Exposure for selected sponsorship period.

Note: This sponsorship is intended to enable a sponsor to exclusively sponsor the SAGS races and prizes for a specified period.

- **CLUB SPONSOR (CHIPS)** - WAGS and/or SAGS (including the Rum races) – \$500 per series or to value (for 6 months) or \$1000 per series or to value (for 12 months) – Mention at post race functions and exposure, equivalent to Joint Exposure, for the selected series and sponsorship period.

Note: This sponsorship is intended to enable a sponsor to fund or provide ‘hot chips’ for club members at our clubs’ social gathering at the Club House following WAGS and SAGS races for a specified period.

- **EXCLUSIVE RUM RACE SPONSOR** - All Rum Prizes – Exclusive Exposure for selected sponsorship period.
- **EXCLUSIVE SPONSOR – Named Event or Series** (other than WAGS/SAGS or Rum Race) \$500 - \$1,000.00 or more (or to value) – Exclusive Exposure for the selected event or series.

Note: This sponsorship is intended to enable a sponsor to exclusively sponsor a named event or series such as the PerCS series, the Cruising at Sunset series (CAS), the Lady Skippers race, the two Single handed races or other ‘one off’ events arranged from time to time.

- **CO- SPONSOR - Named Event or Series** (other than WAGS/SAGS or Rum Race) \$500 or more (or to value) – Joint Exposure for the named event or series.

Note: This sponsorship enables two or more sponsors to share the sponsorship of a named event or series such as the PerCS series, the Cruising at Sunset series (CAS), the Lady Skippers race or the two Single Handed races, or other ‘one off’ events arranged from time to time.

- **GENERAL CLUB SUPPORTER** – \$200.00 – 12 Month listing on the NCYC Web site at the ‘Club Supporters Page’ with link to supporter.

Note: This form of ‘Club Support’ enables a business to provide funding support to our club for allocation by the club towards general support of club activity and the acquisition and maintenance of Club resources and equipment. In return, the club offers exposure to the business by way of a listing on the ‘Club Supporters Page’ on the Club website.

Exclusive Exposure includes - Home page listing as Exclusive Sponsor for the selected event or series, recognition as Exclusive Sponsor on all publications relating to the selected event or series, acknowledgement of Exclusive Sponsorship at all social gatherings relating to the selected event or series, raising of sponsor’s flag / banner at associated functions and an open invitation to attend post race social activity and present prizes, listing on the ‘Club Supporters Page’ on the MBYC Website for the selected sponsorship period.

Joint Exposure includes - Home page listing as a Co-Sponsor for the selected event or series, recognition as a Co-Sponsor on all publications relating to the selected event or series,

acknowledgement of Co-Sponsorship at all social gatherings relating to the selected event or series, raising of sponsors' flag/banner at associated functions and listing on the 'Club Supporters Page' on the NCYC Website for the selected sponsorship period.

In the case of the CLUB SPONSOR (CHIPS) a similar level of exposure as that given to a CO-SPONSOR plus acknowledged as having provided the 'Hot Chips'.

7. When the Club accepts EXCLUSIVE SPONSORSHIP from a sponsor the NCYC will not subsequently accept or renew sponsorship or support from another sponsor or club supporter undertaking the same kind of profession or commercial activity as the EXCLUSIVE SPONSOR during the period of that EXCLUSIVE SPONSORSHIP.

8. The NCYC will not accept CO-SPONSORSHIP of a specified event or series from sponsors that are undertaking the same kind of profession or commercial activity unless each of the Co-Sponsors agrees to the co-sponsorship.

9. Each Sponsor will receive an initial LETTER of ENGAGEMENT together with an Invoice for the nominated sponsor amount or value and a 'Letter and Certificate of Appreciation' at the conclusion of the sponsorship.

Version # 4 – 23 Oct. 15