



# 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:

SPONSOR CATERGORIES					
Type of Sponsorship	Cost per annum	Exclusive naming rights for special event	Verbal acknowledgement at presentation on allocated days	Digital advert/web link on web page	Company logo on race notice and member notifications
General Club Sponsor/Supporter	\$250		Y	Y	
RUM Race Prize - 12 races/year	\$1,000	Y	Y	Y	
RUM Race - hot chips / sausage sizzle	\$500		Y	Y	
Major sponsor	\$1,000	Y	Y	Y	Y
Exclusive sponsor	* Refer para 7		Y	Y	Y

*Note: The Major Sponsor category is intended to enable a sponsor to exclusively sponsor a named event or series such as the PerCS series, the Lady Skippers race, NCYC Marathon, the Single & Short-handed races or other 'one off' events arranged from time to time.*

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.

10. Cash sponsorship arrangements will take the form of digital advertising.

- Sponsors can provide a graphic/logo for inclusion on the NCYC web site.
- Graphic can be accompanied by suitable short text advertising sponsor's service.
- Graphic can form a clickable link to the URL of the sponsors choosing.
- Size and placement of the graphic will depend on the level of sponsorship.
- Sponsors will be issued an invoice for digital advertising.

11. If an event or race is cancelled or abandoned the sponsor will be mentioned on our Facebook and website. This will allow for automatic rotation of sponsors.