

FLAGSTAFF HILL FOOTBALL CLUB INC. – SPONSORSHIP POLICY

Objectives

- To promote the FHFC and its business partners in a positive and constructive way within the local community and we will endeavour, where possible and appropriate, to work in conjunction with local businesses to identify opportunities for partnerships that will be of mutual benefit.
- Will only seek to enter into sponsorship agreements with businesses whose values and practices are reputable and which align with that of the Club.

Rules for sponsorship

- No conflict between current sponsors and potential sponsors, endorsement of one business discipline
- Maximise acknowledgement and publicity for the sponsor
- The FHFC will not enter into sponsorship agreements with any business which is in legal or financial conflict.

A standardised approach towards sponsorship

- Sponsorship arrangements will be structured and managed in accordance with the marketing plan and supporting sponsorship agreements
- All sponsorship arrangements will be formalized via the sponsorship committee
- All sponsorship where the value is over 1000.00 will be offered a formal sponsorship agreement

Accountability and Responsibility

- The FHFC may however review sponsorship arrangements at any time during the term of an agreement or, if there is an issue that contradicts the vision and values of the Club or if payment is outstanding.
- This policy and all sponsorship agreements will be reviewed annually by the Flagstaff Hill Football Club Inc.



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President

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Chair Person

Date: