



Sponsorship

Introduction

The TBA defines sponsorship as the donation of money or other goods to the TBA by a business or other corporation in return for some promotion or branding benefit. The TBA is happy to receive sponsorship provided it fits with our values and that we are able to deliver the requirements of the sponsor without any conflict with our own operations.

Purpose

This policy outlines the principles for determining whether the TBA will enter into any sponsorship arrangements and how they will be managed.

Scope

This policy covers all sponsorship opportunities for the TBA.

Policy

The TBA will consider all offers of sponsorship.

In determining whether it will enter into an arrangement the following principles will be adhered to:

Principles

1. The TBA will not accept money or other goods that are in any way connected to the sale of tobacco, vapes, alcohol or gambling.
2. The amount of the sponsorship must be considered appropriate to the amount or branding / promotion the organisation is requesting. See attached for Schedule of Sponsorship Packages.
3. It is preferable that the TBA gains some benefit from the sponsorship, not just that prize money is provided for a competition.
4. If more than one business sponsors the TBA or an event they will not be in competition with each other. The first company to have an arrangement with the TBA will be the preferred option if there is any conflict of interest.
5. The TBA will endeavour to be equitable in the granting of sponsorship and the level of “return” the business gains.

Procedures

1. All sponsorship arrangements need to be approved by the Committee.
2. All sponsorship arrangements must have a written agreement between the TBA and the sponsor clearly outline what the agreed arrangements are. This does not need to be a legal document but needs to be signed off by both parties.

Note that there is flexibility to negotiate different arrangements however in general the value of the offer and what the TBA offers in return must stay similar.

Document information

Date originally approved	April 2025
Next review date	April 2027
Responsible person	Secretary

Schedule of “sponsorship packages”

DRAFT – This section needs further development

Value of sponsorship This may be in cash or in-kind	Type of sponsorship	Return to the sponsor
\$500 - \$1000	Prizes for tournament	<ul style="list-style-type: none"> • Naming rights for a prize at a tournament • Branding when announcing the prize • Logo on entry form and website related to tournament
	General running of the club	<ul style="list-style-type: none"> • Logo on website and on newsletter banner • Mention at the AGM •
\$1000 - \$2000		In addition to above <ul style="list-style-type: none"> • Opportunity to have desk or other marketing at any competition