



Policy Name: Sponsorship Policy
Policy Number: NCSA-008-06.17.2024
Policy Approver: NCSA Board of Directors
Approval Date: June 17, 2024

POLICY STATEMENT AND OBJECTIVES

Nose Creek Swim Association (NCSA), welcomes sponsorship from local business, corporations, families and individuals. The aim of sponsorship is to obtain funding or in-kind support to provide services and equipment that may not otherwise be available. The purpose of this document is to define the policy for sponsorships. This policy will delineate the rights and responsibilities of both the club and the Sponsor. The club has the ability to define sponsorship standards as per the Nose Creek Swim Association hand book.

1 GENERAL GUIDELINES

- 1.1** NCSA encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities and events.
- 1.2** The NCSA Board of Directors President and/or the nominated Sponsorship Officer, or Director of Special Projects, shall have the authority to seek and negotiate corporate sponsorship agreements for the approval of the NCSA Board of Directors. These negotiations must be in line with the policy statements below.
- 1.3** Sponsorship participants must all be from reputable organizations whose public image, products and services are consistent with NCSA's values and goals.
- 1.4** Both parties shall ensure that the sponsorship agreement maintains the professional image of all parties.
- 1.5** NCSA shall ensure that the sponsorship arrangement does not conflict with NCSA policies or impose conditions that would impact on the NCSA's ability to carry out its functions.
- 1.6** Both parties shall ensure that the NCSA obligations under the sponsorship arrangement are met.
- 1.7** NCSA shall ensure that no director, coach, swimmer, staff or member of NCSA receives any personal benefit as a result of a sponsorship arrangement.
- 1.8** NCSA will not explicitly endorse the sponsor or its product through its association.
- 1.9** NCSA will develop and maintain a positive relationship with its sponsors through regular communication.
- 1.10** Sponsors cannot use the official emblem or name of the NCSA in conjunction with any product or service without written approval from the NCSA Board of Directors.
- 1.11** Exploitation of NCSA for the benefit, financially or otherwise, to a sponsor is strictly prohibited.

1.12 Sponsorships can be revoked at any time without refund for violating this policy.

2 SPONSORSHIP LEVELS

All sponsorship levels shall be active from sponsorship date until end of the current swim season. Sponsorship levels will be set each year near the start of the season by the Head Coach and the NCSA Board of Directors. In no case will NCSA's cost of providing promotion or recognizing an individual Sponsor exceed the value of that Sponsor's donation.