



NORTHERN BMX

SPONSORSHIP AND COLLABORATION POLICY



PURPOSE

This policy outlines the guidelines and procedures for Northern BMX Club to manage sponsorships and collaborations with external organizations and individuals. The policy aims to ensure that all partnerships are aligned with the club's values, mission, and strategic goals.

WHEN DOES THIS POLICY APPLY?

This policy applies to all sponsorships and collaborations entered into by Northern BMX Club, including financial sponsorships, in-kind donations, promotional partnerships, and joint ventures.

Northern BMX Club and its members and participants in cycling are also required to adhere to the relevant policies and procedures of the governing body AusCycling, and Sports Integrity Australia.

PRINCIPLES

- **Alignment with Club Values:** All sponsorships and collaborations must align with the club's mission, values, and strategic goals.
- **Transparency:** All sponsorship and collaboration agreements will be documented clearly and transparently.
- **Mutual Benefit:** Partnerships should be mutually beneficial, providing value to both the club and the sponsor or collaborator.
- **Accountability:** The club will maintain accurate records of all sponsorships and collaborations, ensuring accountability for funds and resources.
- **Non-Exclusivity:** The club may enter into partnerships with multiple sponsors or collaborators, unless an exclusive agreement is specifically negotiated.

PROCEDURES

- **Soliciting Sponsorships:** The club may actively solicit sponsorships or collaborations through various channels, including proposals, presentations, and networking events.
- **Evaluating Proposals:** All sponsorship and collaboration proposals will be evaluated by the Club Committee based on the principles outlined in this policy.
- **Agreement:** A written agreement will be established for each sponsorship or collaboration, outlining the terms, benefits, and responsibilities of both parties.
- **Implementation:** The club will fulfil its obligations as outlined in the agreement, ensuring timely delivery of benefits and reporting on performance.
- **Review:** Sponsorships and collaborations will be reviewed periodically to assess their effectiveness and alignment with the club's goals.



EXCLUSIONS

The club will not enter into sponsorships or collaborations with organizations or individuals that:

- Promote activities that are inconsistent with the club's values or mission.
- Have a negative impact on the club's reputation or image.
- Engage in unethical, high-risk, or illegal activities, including but not limited to:
 - Tobacco, alcohol, and illicit substances
 - Gambling and betting companies
 - Organisations with discriminatory practices

REPORTING

The Club Treasurer will provide regular reports to the Committee on the status of sponsorships and collaborations, including financial contributions and benefits received.



COMMUNICATION

Northern BMX Club is committed to transparent communication and ensuring that all members and stakeholders understand their roles and responsibilities. We will communicate our policies and procedures through various channels:

- **Website:** Our policies, procedures, and Codes of Conduct are readily accessible on the club website.
- **Signage:** Relevant posters and information are displayed prominently throughout the club's facilities as required.
- **Newsletter:** Regular updates and reminders about policies are included in our club newsletter.
- **Meetings:** Policy review is a standing agenda item at regular director meetings, ensuring ongoing discussion and review of our practices.

GLOSSARY

Accountability: The responsibility of the club to keep accurate records and ensure transparent management of sponsorships and collaborations.

Agreement: A written document outlining the terms, benefits, and responsibilities of both the club and the sponsor/collaborator.

Collaboration: A partnership between the club and an external organization or individual to achieve shared goals or objectives.

Exclusivity: A condition in a sponsorship or collaboration agreement that limits the club's ability to partner with other organizations or individuals in the same category.

Financial Sponsorship: A partnership where the sponsor provides financial support to the club in exchange for benefits such as advertising or branding opportunities.

In-Kind Donation: A non-monetary contribution from a sponsor, such as goods, services, or equipment.

Joint Venture: A collaborative project where the club and an external organization or individual work together to achieve a specific goal.

Mission: The overall purpose and goals of Northern BMX Club.

Mutual Benefit: A principle emphasizing that sponsorships and collaborations should provide value to both the club and the sponsor/collaborator.

Non-Exclusivity: The ability of the club to partner with multiple sponsors or collaborators in the same category.

Promotional Partnership: A collaboration focused on promoting the club, its events, or its activities through the sponsor's or collaborator's channels.

Proposal: A formal document outlining a sponsorship or collaboration opportunity, including the benefits and terms for both parties.

Review: The process of periodically evaluating the effectiveness and alignment of sponsorships and collaborations with the club's goals.

GLOSSARY

(CONTINUED)

Solicitation: The act of actively seeking sponsorships or collaborations from external organizations or individuals.

Sponsor: An external organization or individual that provides support to the club through financial contributions, in-kind donations, or other benefits.

Strategic Goals: Specific objectives that Northern BMX Club aims to achieve over a defined period.

Transparency: The open and clear communication and documentation of all sponsorship and collaboration agreements and activities.

Values: The core principles and beliefs that guide the actions and decisions of Northern BMX Club.

KEY CONTACTS

Northern BMX Director - Child Protection Officer

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Report a Policy Breach:
<https://www.nbmx.com.au/reporting>

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