

Competition Sponsorship Policy



Purpose

To outline requirements for Competition Sponsorship

Scope

All operational levels of Life Saving Victoria

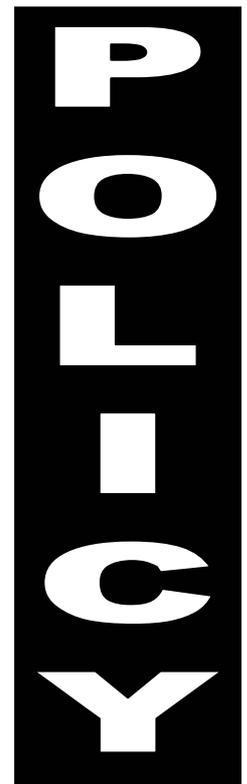
Policy

A number of occurrences over the past few years have highlighted the need for Surf Life Saving Australia to have a policy which clearly and unambiguously identifies what benefits and entitlements each stakeholder (ie individual member, club, branch, state and national) has in relation to sponsorship acquisition and promotion.

Some of the main benefits of having a sponsorship policy are:

- The removal of conflict between clubs and their individual members negotiating personal sponsorship.
- All levels of the association have a consistent approach to sponsorship agreements.
- All levels of the association understand the rights of each other level.
- A win-win situation will exist for sponsorship at all levels of the association provided this policy is adhered to.

This document therefore provides details of the policies concerning the promotion of sponsors at SLSA competition events. The SLSA competition sponsorship policy dated September 1997 remained in force for six seasons until the commencement of the 2003/2004 season. That policy established an initial framework for all levels of competition. This policy replaces that policy.



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Key Principles

Aims

Ownership

Each level of the association owns all fundraising and marketing rights within the territory covered by its administration, ie:-

Club:	Local area around club
Branch:	Branch area
State:	State
National:	Australia

This does not mean that clubs cannot have state and/or national companies as sponsors, it simply means you can only seek sponsorship for what belongs to you and not intrude on another's territory.

Activity

Sponsorship is divided into two areas with specific rules relating to each:

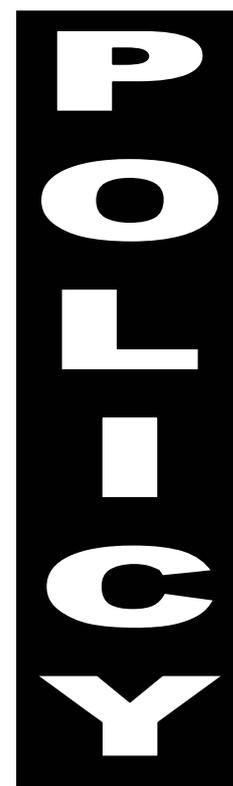
- Traditional competition
- Elite competition

Co-Operation

Agreement and co-operation of all levels of the association is essential if this policy is to work. The policy seeks to clearly identify, and set in place, the advantages and benefits that are available to all levels, particularly clubs. It is recognised that it is essential for clubs to have definite rights to seek sponsors and to know how and where those sponsors can be promoted and featured.

Type of Sponsorship

1. Each level of Surf Lifesaving Australia mentioned in clause ii above, should only seek sponsorship from persons, organisations or companies that portray SLSA, its members and surf lifesaving in a favourable manner and in a manner that enhances or is seen to enhance the personal, community and organizational values that are central to SLSA and surf lifesaving.



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2. Any person, organisation or company, which contradicts the values of SLSA in paragraph (1) or contradicts any of SLSA's policies, regulations or values would be deemed to be not in good taste, and therefore should not be accepted as a sponsor.
3. In this clause "not of good taste" means portrays or has the potential of portraying SLSA in an unfavourable manner or in a manner which degrades or has the potential to degrade the values and the fundamental integrity and identity of Surf Life Saving Australia and surf lifesaving.



Traditional Competition

Includes all national, state and branch championships and club carnivals. A key principle of traditional competition is that individuals compete for their club, not as individuals.

The rights and benefits of each stakeholder in traditional competition are defined as follows;

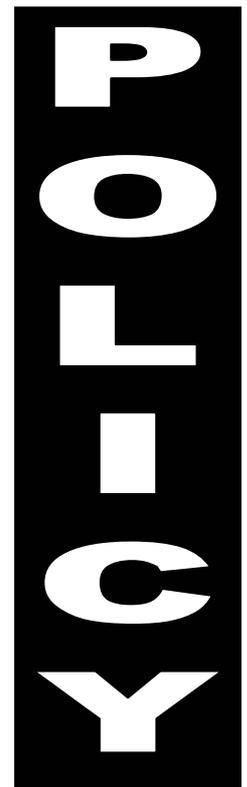
Individual - Signage on person (swimwear, body tattoos/transfers), craft or apparel if approved by the club in accordance with this policy.

Clubs - Club naming rights sponsor can be displayed on special march past banner, competitors' apparel and on lycras in team events eg. Ski teams.

Carnival Organiser

Australian Championships/Annual Interstate Championships

- Naming rights sponsorship of the carnivals and all or any events in the carnivals as negotiated.
- All on-beach and water signage and officials clothing (refer Attachment 2).
- **For the Australian Championships.** No competitor shall be required to carry either the carnival naming rights or individual event sponsors identification on lycras, except where specified below (Note 1). Competitors will be required to carry sponsor's logos/identification on craft/boats/equipment and body (tattoos) except where specified below (Note 2). Where physically possible, no signage will be covered.



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- **For the Annual Interstate Championships.** Competitors when entering the marshalling arena and competing must be “clean” in State competition gear with no sponsor’s identification unless that State has given naming rights to the event naming rights sponsor. Should the event naming rights sponsor provide Lycras or other competition apparel for the Championships, then teams will be required to wear the event naming rights sponsor’s competition apparel (excluding U/18 competitors), or in the event of conflict with a state team sponsor, complete in SLSA branded apparel. Further, competitors may be required to carry event sponsor’s logos on craft, boats, equipment and body (tattoos) where physically possible no signage will be covered. Those craft with rival sponsors to the event sponsor, will be not required to display the event sponsor’s signage and/or to cover the rival sponsor’s signage.

Note: For the Australian Championships:

1. All competitors in Championship events may be asked to wear naming right sponsor’s lycras, for televised semi finals and finals. In the event of a conflict with an existing club sponsor, then SLSA branded lycras shall be worn.
2. Those craft/persons with rival sponsors to the carnival/event naming rights sponsor, will not be required to display the carnival/event sponsors signage and/or to cover the rival sponsor’s signage.

Other Traditional Competition

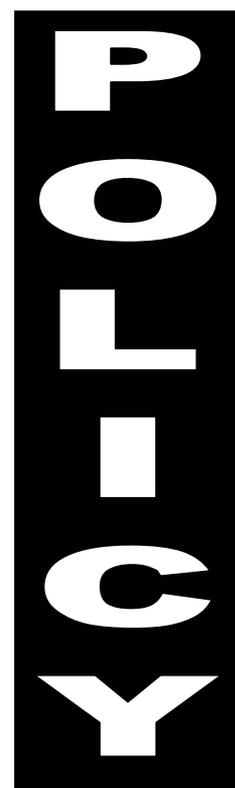
- Naming rights sponsorships of carnival and all or any events in the carnival, as negotiated.
- All on-beach and water signage and officials clothing (refer attachment 2).

Elite/Special Competition

Elite and special competitions will be on a restricted entry basis only with competitors either contracted or entering on the condition that they comply with all rules. For these events the event promoter or organiser will own all marketing rights associated with the event.

These include:

- Event naming rights
- All aspects of a competitors appearance – signage



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- All beach and water signage
- All official's clothing
- All signage on craft
- Any structure (eg. tents) in the vicinity of the competition area

The event promoters, can at their own discretion, return certain of these rights to the competitors for commercial purposes (eg, signage on craft)



Licensed Events

A State Centre can license an event to be conducted, and promoted within its state only, and only SLSA and or Surf Sports Australia operating under the authority of SLSA can license events to be promoted nationally, it is the responsibility of each licensing authority to inform all other licensing authorities in a timely manner of proposed and approved events. Events can be licensed if they meet the following conditions:

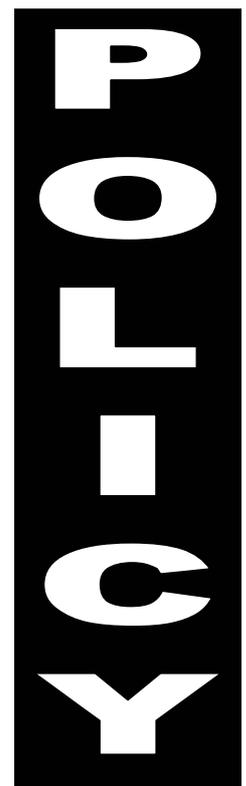
1. Adequate safety procedures in place;
2. Proposed sponsors are acceptable;
3. Timing does not conflict with other major competition events in that state, unless approved by that state;
4. Adequate funds provided to the host club as well as to SLSA and/or the State Centre to help fund lifesaving programs. (As a guideline, around 15% of the total sponsorship or 25% of the prize money should go to surf lifesaving);
5. The event will not harm the association's reputation;

Sponsors of licensed events can only have rights assigned to that specific event.

Compliance

Any level of surf life saving which transgresses the principle related to defined marketing territories will be disciplined in accordance with SLSA's judicial procedures.

All penalties related to competition will not affect an individuals' ability to continue community service and patrol duties (ie, non-competitive activities).



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Intellectual Property

The ownership of all intellectual property related to surf lifesaving is vested in Surf Life Saving Australia Ltd on behalf of all members of the movement. Key properties include:

1. Red and yellow cap and flag;
2. Surf Lifesaving imagery.

Individual clubs own all intellectual property related to their own club, such as their own club cap, and are free to use this property at any time for sponsorship and promotional purposes within their own club area. In circumstances where the proposed promotion will be conducted over an area beyond the club's own marketing area (eg. state or national promotions) the club must, in order to protect the interests of all other clubs in the promotions area, refer the proposal to either the State Centre of Australian Council for approval.

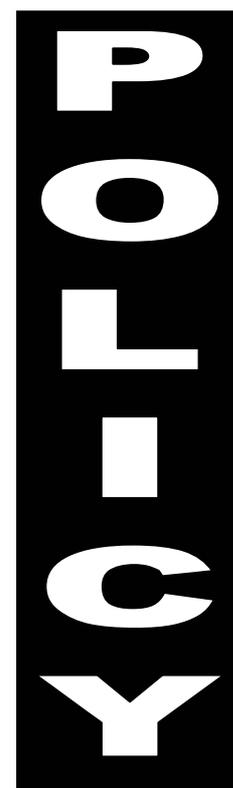
Carnival Naming Rights/Event Sponsors Signage

1. **Boards**
The front deck of boards will be the event sponsors signage area where a 33cm x 33cm (approx) decal, etc, may be placed and the remainder of the surface area will be the clubs.
2. **Skis**
The front deck of skis will be the event sponsors signage area where a 33cm x 33cm (approx) decal, etc, may be placed and the remainder of the surface area will be the clubs.
3. **Surf Boats**
A space 150cm x 30cm above the waterline on both sides of the boat.

Note: if the designated spaces are not available or practical due to existing signage, then the naming rights / event sponsors signage will be placed on any suitable alternative spaces.

Club Sponsors Signage

1. **Lycra Singlets/Full Costumes**
Relay team singlets must be worn in certain events. A club can display its own sponsors signage, once only, in a space not exceeding 15cm x 15cm and provided it does not interfere with the numbering system on the singlets



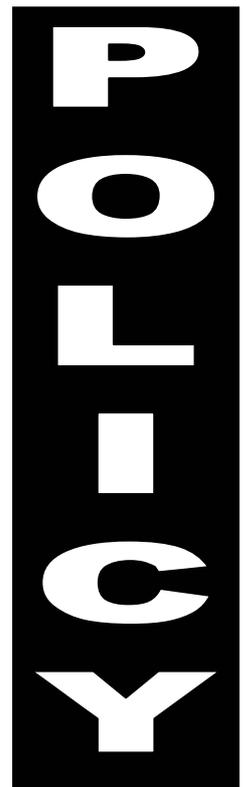
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2. **Full costumes**
In this context, means women's costumes or R&R and March Past costumes. Again, a club sponsor may be displayed once only in an area not exceeding 15cm x 15cm.
3. **Male Costumes**
Club sponsors can be shown once only on an area on the costumes not exceeding 15cm x 15cm.
4. **Body Tattoos**
Club Sponsors can be shown once only on the body not exceeding 15cm by 5cm.



Surf Lifesaving Sponsorship Signage and Properties Competition

1. **On Beach Signage**
 - Banners
 - Flags
 - Drop Banners/Drop Flags
 - Tents (within the designated competition area)
 - Officials' Clothing (Jackets, etc.)
 - Bunting/Finish Tapes
 - Signs
 - Portable Structures; equipment, vehicles etc.
2. **Water Signage**
 - Turning Cans
 - Special Marker Buoys
 - Special Craft
 - Judging Stands
 - Signs in water

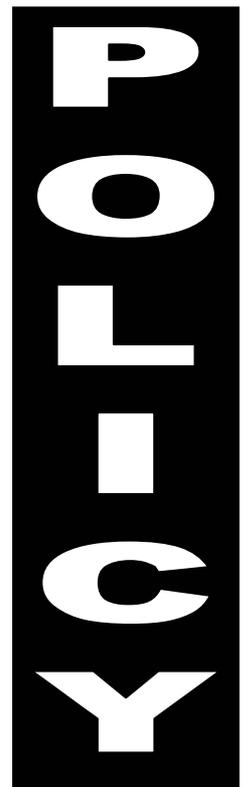


Summary of Amendments

This policy was endorsed by the Australian Council at the 30/31 May, 1997 Meeting and subsequently amended at the 29/30 August, 1997 Australian Council Meeting. The policy replaced the original policy adopted in February, 1997. The following policy applies to the competition arena from the 1997/98 season onwards.

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Note: This policy does not cover international surf lifesaving competition held in Australia or Australian Surf Life Saving teams competing overseas, these will be the subject of separate arrangements due to the requirement to consider competing nations team sponsorships and international competition sponsorships.



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