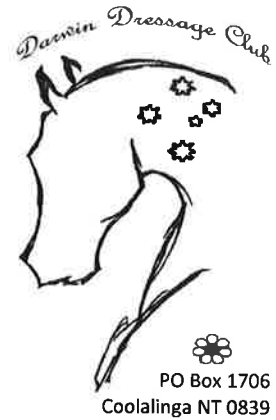


DARWIN DRESSAGE CLUB
SPONSORSHIP AND DONATION POLICY



1. Purpose of Policy

The Darwin Dressage Club is committed to ensuring financial (sponsorships/donations) are conducted in an ethical manner. The purpose of this policy is to articulate the framework by which the club will enter into productive sponsorship alliances with other organisations or individuals.

The Darwin Dressage club will:

- be open and transparent in sponsorship arrangements;
- identify opportunities, obtain appropriate levels of commitment and evaluate the benefits of these arrangements; and
- ensure that funds provided are used in a manner consistent with progressing Dressage in the Northern Territory, more specifically in and around Darwin.

2. Definitions

Sponsorship – a contribution of money or kind by an organisation or individual in support of activities or events carried out by the Darwin Dressage Club. Sponsorship generally is an arrangement whereby in return for money or kind Darwin Dressage agrees to provide a return.

Donation – a donation is a gift of a product, service or cash that is given to the Darwin Dressage Club by an organisation or individual with no return benefit other than a letter of appreciation from the President.

Accountable Officer – A member of the Darwin Dressage club committee who has the responsibility for administering the Sponsorship arrangements.

3. Sponsorship Opportunities

The Darwin Dressage Club offers potential sponsors an opportunity to contribute to the development of the Darwin Dressage Club and its members whereby both the Darwin Dressage Club and the Sponsor benefit. Such benefits include:

Sponsor

- Branding awareness on publications, web sites and other social media sites, promotional material for DDC and information for all competitions
- Opportunities to be recognised at competitions

- Invitation to present saddle cloths to nominated riders at competition/s over the year
- Invitations to attend special events such as attendances at DDC presentations or other events throughout the year

Note: Sponsor return on investment is covered below.

Darwin Dressage Club

- Extra funding to help with the high cost of visiting interstate judges or other events that involve high costs
- Increased profile of the club for other equestrians
- Increased reach of possible future members
- Opportunities to develop productive relationships with other organisations or individuals

The Darwin Dressage Club offers individuals or organisations an opportunity to sponsor the Darwin Dressage Club by one of the following options.

3.1. Gold Sponsor

A Gold sponsor is a premium sponsor who donates money in excess of \$750.00 and participates in a sponsorship agreement for a twelve month period. In return the sponsor enjoys:

- Recognition on the Clubs Facebook site (and any other social media sites established during that period)
- Listed on the Clubs website home page
- Identified on all DDC promotional material throughout the season
- Invitations to attend any DDC organised events such as presentations by judges, waiving a small fee that usually applies.
- invitation to attend the DDC awards night with dinner provided for two adults
- Presentation of three embroidered saddlecloths to riders nominated by Interstate / local judges and/or officials*
- Logo added to the front page of draws throughout the season (with the exception of ENT & DDC Champs)
- Logo added to all event flyers (with the exception of ENT & DDC Champs). Logo to be provided to DDC in .jpeg format.

3.2. Silver Sponsor

A silver sponsor is a mid-range sponsor who donates funds in between \$450 and \$550 and participates in a sponsorship agreement for a twelve month period. In return the sponsor enjoys:

- Recognition on the Clubs Facebook site (and any other social media sites established during that period)
- Listed on the Clubs website home page
- Identified on all DDC promotional material throughout the season
- Invitation to attend any DDC organised events such as presentations by judges, waiving a small fee that would usually apply
- invitation to attend the DDC awards night with dinner provided for one adult
- Presentation of two embroidered saddlecloth to riders nominated by Interstate/ local officials*

- Logo added to the front page of draws throughout the season (with the exception of ENT & DDC Champs)
- Logo added to all event flyers (with the exception of ENT & DDC Champs). Logo to be provided to DDC in jpeg format.

**The number of embroidered saddle cloths presented at each competition is dependent on the number of Gold and Silver sponsors of the year.*

3.3. Bronze Sponsor

A bronze sponsor is an organisation or individual who donates funds in between \$250 to \$350 and participates in a sponsorship agreement for a twelve month period. In return the sponsor enjoys:

- Recognition on the Clubs Facebook site (and any other social media sites established during that period)
- Listed on the Clubs website home page
- Identified on all DDC promotional material throughout the season
- Logo added to the front page of draws throughout the season (with the exception of ENT & DDC Champs)
- Logo added to all event flyers (with the exception of ENT & DDC Champs). Logo to be provided to DDC in jpeg format.

These arrangements do not preclude the President of the Darwin Dressage Club Committee entering into negotiations with other individuals or organisations for another level of sponsorship. If this was to eventuate that agreement should be formalised in writing with all benefits clearly expressed.

4. Length of Time

All sponsorship arrangements, whether a gold, silver, bronze or other arrangement will be twelve months or the period of the season (all sponsorship is renewed January each year) and will be in writing for transparency.

5. Donations

Individuals and organisations may choose to make a donation of money, goods or services to the Darwin Dressage Club. Those individuals or organisations that make a donation of money, goods or services will:

- be acknowledged on the DDC website; and
- will receive a letter of gratitude from the President of the DDC.

6. Formalising the Agreement

The accountable officer will ensure that a sponsor or donator receive a statement of sponsorship or donation from the President of the DDC that outlines the sponsorship return on investment and what can be expected of the relationship, including the duration of the sponsorship or donation.

7. Terminating

The written agreement between the Darwin Dressage Club will express the detail and circumstances for termination, such circumstances could include:

- sponsor comes under criminal or civil investigation or charges and has the potential to involve the DDC in any proceedings; or
- adverse publicity or conduct/behaviour likely to bring the DDC into disrepute.

8. Process

- I. On agreement for a sponsorship arrangement or donation opportunity the accountable officer will ensure that a statement of sponsorship or donation will be provided to the organisation or individual so that undertakings are clear and transparent.
- II. All sponsors will receive by email confirmation that the Darwin Dressage Club is meeting the obligations as described in the policy.
- III. The Darwin Dressage Club will write to all sponsors and donators bi-annually to reconfirm opportunities/options that are available for those sponsors/donators for the remaining part of the year/season.
- IV. At the end of the calendar year the Darwin Dressage Club will write to sponsors/donators, thank them for their contributions and provide an opportunity to renegotiate their sponsorship levels or donations.
- V. A sponsor/donator may request an alteration to their sponsorship or donation however this would only be to increase the contribution as funding provided by sponsors/donators will form part of revenue and be considered in all expenditure throughout the season. Dependant on the level and number of sponsors it may not always be possible to upgrade to another level of sponsorship.



Approved
Vanessa Lines
President Darwin Dressage Club

22 February 2016