

# Glossop Rugby Union Football Club



## GRUFC SPONSORSHIP POLICY

### **POLICY STATEMENT & PURPOSE:**

This Sponsorship Policy has been produced and agreed by the Club's General Committee to ensure that the process of seeking, securing and managing all forms of sponsorship is carried out with clarity and professionalism, respect and follows a standard practice. It also aims to ensure that the Club's brand and intellectual rights are standardised and protected.

### **SCOPE & ORGANISATIONAL PROCEDURES**

Glossop RUFC have a dedicated Sponsorship and fundraising team, who act as a central point to ensure that all efforts to attract any form of financial or other support by Sponsors are managed, correctly documented clearly and that Sponsors are acknowledged appropriately.

Members or non-member of the club are actively encouraged to be aware of all sponsorship opportunities and once aware of someone who may be interested in sponsoring, will pass on details to the Sponsorship team who will act as a central point for all communications and to progress any discussions and agreements.

This will help to ensure that any communications and discussions are made via single channels within the club, to maintain standards and to avoid any multiple approaches from club members to any prospective Sponsor.

#### **Annual Sponsorship:**

All annual sponsorship packages will commence at the start of each playing season and run from 1<sup>st</sup> September to the 31<sup>st</sup> August, unless agreed otherwise by the sponsorship team. The renewal discussions of annual sponsorships will occur before the season begins on 1<sup>st</sup> September of the following year and be the responsibility of the Sponsorship team.

#### **Other Sponsorship:**

Other sponsorships, such as match day, match ball sponsorship, event or function sponsorship and other one-off events etc will take place throughout the season and details and dates confirmed on the sponsorship agreement form, following any specific discussions.

#### **Identification of Sponsors:**

Once a Sponsor has been identified, the Sponsorship team will begin verbal or written discussions using as a guide, the various sponsorship packages that are available. These will be set out in a separate Sponsorship Package Document. These packages are intended as a guide and can be negotiated and amended accordingly at the discretion of the Sponsorship team. Additional ideas of sponsorship will also be considered and encouraged.

Discussions between the Sponsorship team and a potential Sponsor will be documented in the Sponsorship Agreement Form and agreed with the Sponsor to ensure there are no misunderstandings with regards to the details. This documentation will be securely kept on file by GRUFC as a record of discussions and / or any confirmation of agreements and

financial arrangements. Once sponsorship has been agreed, a signed copy will be given to the Sponsor.

The following will be detailed as a minimum in the Sponsorship Agreement Form:

- Sponsor Name
- Address and contact details
- Scope of the Sponsorship
- Financial details of Sponsorship – this may be financial or hands on support
- Length and start date of the Sponsorship (annual etc)
- What the Sponsor benefits will be (advertising, tickets, attendance at functions etc)
- Review & renewal date for the sponsorship.
- Signatures of Club representative and Sponsor to agree the terms

The GRUFC treasurer will then be given this written agreement in order to produce an invoice if appropriate and the Sponsorship team will work with the treasurer to ensure payments are made.

The Sponsorship team will also review everything to ensure that all specifics of the agreement are upheld by both parties and all documentation is completed correctly.

### **What can be Sponsored?**

GRUFC is grateful for and welcomes all forms of sponsorship which may be in the form of financial support, goods, services, providing voluntary time or skills, or any other opportunity that may benefit the club.

### **Default:**

We reserve the right to remove any Sponsor related, advertising material where necessary in the event of a default or cancellation of any of the terms and conditions that have been previously agreed. Likewise, the Sponsor can reserve the right to withdraw sponsorship if the club or player is "brought into disrepute". If the above applies, then an apportioned amount of the sponsorship may be returned if less than 6 months into the contract. This will be discussed and negotiated with the Sponsor and the GRUFC sponsorship team.

*Appendices associated with this policy:*

<i>Appendix 1</i>	<i>Sponsorship Agreement Form</i>
<i>Appendix 2</i>	<i>Sponsorship Agreement Annual Amendment Form</i>
<i>Appendix 3</i>	<i>Sponsorship Agreement Form Additional Notes</i>
<i>Appendix 4</i>	<i>Player Sponsorship Agreement Form</i>
<i>Appendix 5</i>	<i>Match Day Sponsorship Agreement Form</i>
<i>Appendix 6</i>	<i>Sponsorship Package Document</i>