

POLICY

Sponsorship of Affiliated Student Clubs and Societies

Contact Officer:
Effective Date:
Version Number:

Clubs Director
30 July 2017
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1 Purpose

Affiliated Clubs of the University of Notre Dame Australia may seek and acquire Sponsorships to assist them in providing services, events, activities and benefits to their club members and Notre Dame Students.

The purpose of this Policy is to outline the rules under which such Sponsorships will be entered in to and governed.

2 Definitions

For the purpose of this policy, the following definitions apply:

Affiliated Club means a group, club, society or organisation affiliated with the Notre Dame Student Association (Fremantle) (hereafter NDSA).

Benefit/Return means a benefit being any goods, services, or other support provided to an Affiliated Club by a sponsor as part of a sponsorship. For example:

- . A company attends an affiliated club event, providing catering and entertainment services (Benefit), in exchange for promoting its product and services to Event attendees (Return).
- . An organisation provides money to an affiliated Club (Benefit) in exchange for promotional services, such as adding the organisations branding to a clubs event poster, club uniform (Return).
- . A company provides discounts on products or services for Club Members (Benefit). As a result, Club Members are more likely to make a purchase from the company (Return).
- . A promotional speaker attends an Affiliated Club event, discounting or waiving regular appearance fees (Benefit), in exchange for promoting products or services to event attendees (Return).

Club Asset means any item, which is usable more than once, purchased with funds from the Club Account. Food and drink are not

counted as Club Assets.

Club Executive means either four Affiliated Club members or as otherwise set out in an affiliated clubs constitution that are elected at an AGM. They are collectively responsible for the administration, good governance, management, finances and day-to-day operation of an Affiliated Club, as well as handling most communication between the Affiliated Club and NDSA.

Club Contractor means any person, organisation or other entity, providing services for an affiliated club, for which some form of compensation would normally be expected in return

Club Member means a currently enrolled Notre Dame Student, who has registered to be a Member of a Club. May also include Associated Members, where this is specifically referred.

3 Scope

3.1 This policy applies to all Affiliated Clubs seeking to acquire, maintain or make use of Club Sponsorships.

3.2 This Policy will also guide NDSA when making decisions regarding Club Sponsorship applications.

3.3 NDSA Executive are to follow the Policy and clarify any uncertainty as necessary. Any amendments to the policy must be passed by an absolute majority of the NDSA Council.

4 Policy Principles

4.1 All Sponsorships must be entered into in good faith, for the purpose of providing a better experience for Club Members and Notre Dame Students.

4.2 All Sponsorships must be approved by NDSA and the University before Benefits and Returns can be exchanged.

- 4.3 Only Club Executive Members, NDSA Executive and the Clubs Director may enter in to correspondence with current or prospective Sponsors, on behalf of an Affiliated Club.
- 4.4 Benefits provided to an Affiliated Club and Returns provided to a Sponsor must not conflict with the Objects of the University.
- 4.5 Benefits provided to an Affiliated Club and Returns provided to a Sponsor that conflict with the policies or values of the NDSA, will not be permitted.
- 4.6 Affiliated Clubs sponsored by pubs and/or nightclubs cannot print the logo of that sponsor on any promotional material.
- 4.7 Affiliated Clubs are prohibited from seeking sponsorship from alcohol, gambling, tobacco companies or any other organisation that conflicts with the Objects of the University.
- 4.8 Sponsorships must not give rise to a conflict of interest for Club Executive Members or any registered member within an Affiliated Club who has voting rights.
- 4.9 NDSA members must declare any conflicts of interests on Sponsorship applications before council and will not be permitted to take part in deliberations or voting Sponsorship applications where a conflict is actual (present) or perceived (could arise).

5 Sponsorship Approval Process

- 5.1 Once an Affiliated Club and a Sponsor have reached an in principle agreement on the nature of a Sponsorship, the Sponsorship must be approved by NDSA and the University.
- 5.2 The Club Executive must submit a Club Sponsorship Application Form to the Clubs Director. Affiliated Clubs may not receive a Benefit from, or provide a Return to, a Sponsor prior to receiving approval from NDSA and the University.

- 5.3 The Club Sponsorship Application Form will require Sponsor contact information as well as details of the purpose or the Sponsorship and the nature of any Benefits and Returns to be exchanged.
- 5.4 The Club Executive is responsible for ensuring that permission has been sought from the Sponsor for disclosure of any personal information.
- 5.5 The Club Sponsorship Application Form must be dated and signed by a Club Executive member.
- 5.6 Sponsorship Applications will be assessed by the Clubs Director and submitted to the NDSA council for voting. The Clubs Director may recommend that amendments be made to the Sponsorship Application to improve the likelihood of the Sponsorship being approved before submitting it to the NDSA council. It is the responsibility of the Club Executive to discuss amendments with the Sponsor and seek approval, prior to amending and resubmitting the Club Sponsorship Application Form.
- 5.7 If the Sponsorship Application form is approved by the NDSA council, the Clubs Director will submit the Sponsorship Application form and the Councils recommendation for approval to the University for consideration.
- 5.8 If the NDSA Council denies a Sponsorship Application Form, details of the councils reasoning will be provided to the Affiliated Club.
- 5.9 The NDSA President must date and sign approved Sponsorship Application Forms before they are submitted to the University.
- 5.10 All determinations on Sponsorship Application Forms made by the University are final.
- 5.11 A decision made by the University will be communicated to an Affiliated Club by the Clubs Director.

6 Sponsored Events

- 6.1 Sponsor presence at a Sponsored Event must be approved by the University prior to the Event taking place.
- 6.2 To obtain approval, the Club Committee is required to provide all requested sponsor- related information as part of filling out relevant event forms.
- 6.3 In some circumstances, the University may decide to withhold permission or set additional requirements on the Sponsor's participation in a Sponsored On-Campus event.
- 6.4 All other requirements for Events laid out in NDSA and University policies must be adhered to during a Sponsored Event.

7 Benefits & Returns

- 7.1 A Sponsorship should provide a reasonable Benefit to a Club for the Return provided to the Sponsor. The Clubs Director can advise on what would be considered reasonable, in each individual case.
- 7.2 All monetary Benefits must be provided in Australian Dollars to a Club nominated Account. This must be done through NDSA, via cheque or bank transfer. Monetary Benefits must not be provided directly to Affiliated Clubs or Club Members.
- 7.3 Benefits must not take the form of cash, gift cards, pre-paid debit cards or any other similar pre-paid voucher that can be exchanged for goods or services.
- 7.4 Any reusable item, which is not food or drink, obtained, as a Benefit from a Sponsor must be recorded at the time of receipt. A record of assets received as Benefits from Sponsors must be provided quarterly to the NDSA.

8 Additional Requirements

8.1 NDSA must be notified immediately of any change in the nature of Sponsorship, including where a sponsor wishes to vary the exchanged benefits/returns in any way from those in the approved Sponsorship Application Form. NDSA may require a new Club Sponsorship Application Form to be submitted. NDSA may also require the exchange of Benefits and Returns between the Club and the Sponsor to be suspended while the new application is considered.

8.2 In exceptional circumstances, such as a severe breach of this policy, NDSA may notify Club Executive Members that a Sponsorship must be terminated. The Club must immediately suspend any engagements with the Sponsor, including Sponsor appearances at events, the receipt of Benefits and provision of Returns.

9 Roles and Responsibilities

9.1 NDSA Representatives and University Staff must:

- i. Make fair determinations around sponsorship based on the Policy,
- ii. Make determinations that are in the overall best interests of the Affiliated Club, NDSA and the University.

9.2 Club Executive Members must:

- i. Enter in to Sponsorships in good faith, for the benefit of the Affiliated Clubs and its members.
- ii. Understand fully the requirements around Club Sponsorships and complete paperwork in a timely and accurate fashion.