

**SPONSORSHIP POLICY**

1. A sponsor is a person or business or organisation which provides cash or in-kind products or services to the value of at least the minimum sponsorship fee as stated on the RJFC schedule of sponsorship fees. There is no maximum amount of value a sponsor can provide to the Club.
2. The schedule of sponsorship fees will be agreed upon by the Management Committee (the Committee) and will not be changed without ratification of the Committee.
3. A person, business or organisation which provides cash or in-kind products or services under the minimum value of sponsorship fees is known as a donor and is not entitled to receive benefits or privileges which sponsors receive.
4. All members of RJFC as well as the general public will be given the opportunity to sponsor the Club by being provided information on sponsorship opportunities on the Club website and by other means as determined by the Committee.
5. Sponsorship arrangements may last from one year to more than one year as agreed between the Club and the Sponsor.
6. Sponsorship of jumperbacks will be available to sponsors through their Expression of Interest, with priority given to Platinum Sponsors and other existing Club sponsors after that in order of level of sponsorship. Sponsorship of jumperbacks may be provided in isolation, without sponsoring the Club additionally, provided no existing Club sponsors wish to take sponsorship of jumperbacks.
7. RJFC will ensure that as far as possible sponsorships do not conflict with existing sponsors in terms of type of product/service they offer in their general business. Consideration will be given by the Committee where sponsors provide similar products/services. Potential sponsors will be informed where conflict may exist or be perceived to exist and will be referred to the RJFC Sponsorship Policy.
8. Where a new prospective sponsor with similar business to an existing sponsor wishes to sponsor the Club they may be informed of the length of the agreement of the existing sponsor, in the event they wish to consider taking up the opportunity at the conclusion of the existing agreement. The existing sponsor will be informed of the interest of the prospective sponsor. Consideration will be given by the Committee where sponsors provide similar products/services and the final decision rests with the Committee.
9. Potential new sponsors may receive a copy of the policy document on request.

9. The Sponsorship JDF as provided by AFLCommunityClub.com.au states that: The Sponsorship Coordinator shall seek ratification from the General Committee of sponsorship packages offered by the Club and shall thereafter have the authority to act within the limits of the packages without reference to the General Committee. However the policy for the RJFC will be that all potential sponsors will be ratified by the Club’s committee before an agreement or contract will be made between the Club and the Sponsor.

10. A sponsor will not be deemed a sponsor of the Club until an agreement has been written and signed by the Club and the Sponsor.

1. Existing sponsors will be contacted at the end of the preceding season or as close to that time as possible to ascertain their intentions with regard to the following season. Contracts will be made available to them within thirty days of their indication of intention to sponsor/continue to sponsor. Exceptions to this are where a contract has been written and agreed to for a period of longer than one year.
2. Discontinuation of a contract for sponsorship or agreement for sponsorship other than the date specified in a Sponsorship Agreement must be made in writing/email by RJFC and must be acknowledged by the sponsor.
3. RJFC reserves the right to discontinue a sponsorship agreement prior to the end of the agreement, should the sponsor not meet the terms of the agreement or should there be risk that an ongoing agreement may bring the Club into disrepute. Such discontinuation of the agreement will be made in writing/email by RJFC.

*Policy approved December 2019. For Review December 2020*