



# Swimming Northern Territory

## Sponsorship & Signage Policy

Version	Reviewed by	Board Approval Date	Next Review Date
3	SNT Board		May 2026
2	SNT Board	26 May 2020	May 2022
1	SNT Board	29 Nov 2010	Nov 2012

Document No.: SNT-POL-012



## 1. Introduction

The following Policy has been developed by Swimming Northern Territory (SNT) to assist and guide clubs when considering sponsorship.

## 2. Sponsorships deemed inappropriate

2.1 SNT will not support sponsorship for itself, nor any affiliated clubs, from companies that engage in, sell, or are closely linked to:

- a) Illegal activity
- b) Gambling
- c) Adult products and services
- d) Environmental activities or ethical or social issues that are not considered by the general community to be appropriate.
- e) Cigarettes/Tobacco (as outlined and directed by Australian Government legislation)
- f) Alcohol
  - SNT will not permit sponsorship of specific alcohol brands, names, or logos (e.g. VB, Jim Beam etc.)
  - SNT will permit clubs to seek sponsorship from family friendly licenced clubs or venues and display their signage as per the “display of sponsorship” requirements set out below. A family friendly licenced venue can be considered such a venue if it is possible to take a child or family for a meal and/or drink there.
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2.2 In addition, companies or product lines that SNT will not support club sponsorship of will include:

- a) Companies in conflict with SNTs brand positioning and values
- b) Companies that conflict with SNT sponsors
- c) Companies that are likely to bring SNT into disrepute
- d) Pharmaceutical companies or pharmaceutical product lines that are deemed inappropriate by Northern Territory Sports Academy (NTSA) – Association of Sport Performance Centres (ASPC), Australian Institute of Sport (AIS) and/or Australian Sports Commission and Northern Territory Sport, Recreation and Strategic Infrastructure, as part of the Department of Territory Families, Housing and Communities.
- e) Companies that do not meet commercial standards following due diligence standards performed by SNT or its representatives.

## 3. SNT Sponsorship

From time to time, SNT will seek to gain sponsorship from reputable organisations, where possible, with the aim to solidify the financial security of the organisation, in addition to promoting the products and services of our supporters, providing funds to develop the membership base to achieve their goals and fulfil their potential and support programs that will benefit the NT community, as a whole.



SNT seeks to apply this sponsorship / funding into four category streams.

- 3.1. SNT Sponsorship – to assist in the ongoing functioning of the organisation.
- 3.2. SNT Program Sponsorship – aimed at the provision of specific programs that benefit the various portions of the community, including but not limited to:
  - Indigenous Australians.
  - Culturally and Linguistically Diverse members of the community.
  - Disadvantaged members of the community.
  - People living with a disability.
  - Women and girls, including the provision of Women’s Health Programs.
  - Seniors
- 3.3. SNT Athlete Development Fund – designed to provide additional resources to SNT swimmers on the development pathway to assist in the provision of development programs, workshops, testing and training sessions, development tours, both nationally and internationally, provision of coach and technical official workshops and pathway programs.
- 3.4. SNT Regional Development Fund – designed to assist regional based swimmers, coaches and volunteers (outside Darwin) to receive the same types of opportunities that Darwin / Palmerston based members have access to, including the funding of interstate coach visits, development camps, grant funding to travel to intra and interstate events and opportunities for the training and development of technical officials.

#### **4. Display Of Sponsorship Signage / Materials**

##### **4.1. Swimming Northern Territory (SNT) Events**

Only SNT sponsors will be permitted to be displayed at SNT events, in accordance with the above policy guidelines. However, where given prior authority through the SNT CEO, or SNT Board, the following may apply.

###### **4.1.1. Club Banners**

Clubs may at the invitation of the SNT Chief Executive Officer (CEO) or the SNT Board display their Club Banners around the pool on the crowd control barriers, or where appropriate, if space is available for use only after SNT has positioned their own banners.

###### **4.1.2. Club Teardrop Banners**

Clubs may at the invitation of the CEO, or the SNT Board display tear drop banners around the pool but must ensure to not in any way interfere with the Technical Officials positions on pool deck or the view of spectators.

###### **4.1.3. Branded Shades (Clubs)**

Clubs are welcome to utilise and display their branded club shades at any SNT event but may not display any of their Club Sponsors in any way as to detract from the official SNT sponsors which are being displayed at the events.



#### 4.2. **Club Events**

At any Club Organised Meets (Invitationals/Qualifying Meets) the hosting Club may display all Club sponsorship materials in accordance with the above guidelines without prior approval from SNT.

#### 4.3. **Compliance**

The Meet Director shall be the arbiter of any conflict of conformity regarding compliance to this policy at any SNT approved meets which includes all Club Meets. The Meet Director may confer with attending SNT Board Members at such meets before a decision is made.

#### 4.4. **Non-Compliance**

If under any circumstance, advertising is displayed around the pool which contravenes some or all the listed categories in Section 2, the club will, at the least be asked to remove the advertising from the side of the pool as per Section 3.3. Failure to do so may result in further action from the SNT Board.

### 5. **Policy Promotion**

This policy will be made available to all members via the SNT website. This policy will be communicated to all staff members, board members, committee members and club members, when applicable.

### 6. **Review**

This policy will be reviewed by the Board of Swimming Northern Territory every 2 years from the date of its previous approval.

### 7. **Additions Or Amendments**

In addition to the scheduled review of this policy recommended changes to the policy may be submitted to the Board of Swimming Northern Territory for consideration, at any time. In the event that the changes are accepted, the policy will be updated, dated and circulated to all relevant stakeholders.

### 8. **Related Links**

[Tobacco Control Act 2002](#)

[Liquor Act 2019](#)

[Liquor Regulations 2019](#)

[Australian Sports Commission/AIS](#)