



SPONSORSHIP & SIGNAGE POLICY

Adopted/Amended/Reviewed	By Whom	Date
Adopted	Board of Directors	Monday 29th November 2010
Reviewed	Board of Directors	Tuesday 26 th May 2020

INTRODUCTION

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

POLICY

Swimming NT will not support club sponsorship from companies that engage in, sell, or are closely linked to:

1. Illegal activity
2. Gambling
3. Adult products and services
4. Environmental activities or ethical or social issues that are not considered by the general community to be appropriate
5. Cigarettes / Tobacco (as outlined and directed by Australian Government legislation)
6. Alcohol
 - a. Swimming Northern Territory will not permit sponsorship of specific alcohol brands, names or logos (eg; VB, Jim Beam)
 - b. Swimming Northern Territory 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.

In addition, companies or product lines that Swimming NT will not support club sponsorship of will include:

1. Companies in conflict with Swimming NTs brand positioning and values
2. Companies that conflict with Swimming NTs sponsors
3. Companies that are likely to bring Swimming NT into disrepute
4. Pharmaceutical companies or pharmaceutical product lines that are deemed inappropriate by NTIS , AIS and/or Australian Sports Commission
5. Companies that do not meet commercial standards following due diligence standards performed by Swimming NT or its representatives.

DISPLAY OF SPONSORSHIP SIGNAGE / MATERIALS

At Swimming NT events only Swimming NT Sponsors or those of the duty/host club will be permitted to be displayed in accordance with the above policy guidelines (eg: Qualifying Meet – Swimming NT display sponsorship material plus the host club for that event).

At Invitational Meets the Invitational Club can display all Club sponsorship materials in accordance with the above guidelines.

At the NT Open & Age Championships only Swimming NT sponsors will be recognised on and around the pool deck. Club sponsors may be acknowledged by way of signage (in accordance with the guidelines of this Policy) in designated club areas away from the pool deck.

The Meet Director shall be the arbiter of any conflict of conformity with regard to this policy at Swimming NT meets. The Meet Director may confer with attending Swimming NT Board Members at such meets before a decision is made.

POLICY PROMOTION

This policy will be made available to all members via the Swimming NT website at www.nt.swimming.org.au and through the annual handbook, or its equivalent publication. This policy will be communicated to all staff members, board members, committee members and regional committees annually.

REVIEW

This policy will be reviewed by the Board of Swimming NT in July every even year (i.e. 2020, 2022, 2024,).

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.
