

Dragons Abreast Australia Policy

Policy Name	Sponsorship & Partnership		
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Policy Category	Marketing and Engagement		
Approving Authority	Dragons Abreast Australia Board		
Date Approved	21 October 2016		
Date Last Reviewed	21 October 2016		
Responsible Officer	Dragons Abreast Australia Chair		
Designated Officer	Dragons Abreast Australia Director		

Purpose

The purpose of this policy is to ensure a consistent and transparent approach in the way Dragons Abreast Australia seeks and accepts partnerships and sponsorship.

Application

This policy applies to all Member Groups and staff of Dragons Abreast Australia. DAA personnel are individuals employed by, volunteering for, contracted to or appointed by Dragons Abreast Australia.

Definitions

Sponsorship/Supporters refers to the support (financially or through the provision of products and services) of a project, event, or organisation in exchange for recognition and benefits.

Partnership refers to an arrangement where parties, known as partners, agree to cooperate to advance their mutual interests and objectives.

DAA personnel are individuals employed by, volunteering for, contracted to or appointed by Dragons Abreast Australia.

Related Documents

This policy is issued and in conjunction with:

- Fundraising Policy 006
- DAA Terms and Conditions of Membership
- DAA Trademark Agreement



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Policy

Strategy

Dragons Abreast Australia will seek to form relationships with organisations through sponsorships and / or partnerships that have a genuine interest in the wellness and recovery of breast cancer survivors and who are aligned with our vision of “spreading awareness, empowering individuals and educating on the benefits of an active lifestyle after diagnosis”. Shared goals and values are important, along with alignment in reputation and culture.

Our **Sponsorship/Supporters Strategy** is to develop a suite of corporate sponsors who support our events and projects.

Our **Partnership Strategy** is to partner with organisations whom we can share physical or intellectual resources to achieve an individual or shared goal.

Our **Benefits Strategy** is to create value propositions in our membership fees that also deliver one or more of the following:

1. A brand positioning opportunity
2. A cost saving to the Member or Member Groups
3. An income stream for Dragons Abreast Australia to support our vision

Service sponsorships and partnerships

Service sponsorships and partnerships will be entered into with third party providers to provide Dragons Abreast Australia members with a range of services where a definite need for those particular services has been identified.

Dragons Abreast Australia may approach a particular organisation(s) to enter into a potential sponsorship or partnership if:

- a. the need for a particular service or benefit has been identified
- b. the target organisation(s) has a demonstrated alignment with Dragons Abreast Australia’s vision and purpose,
- c. the organisation(s) meet the partnership criteria, and
- d. the particular service or benefit provides direct budget relief.

Criteria

Dragons Abreast Australia will only enter into relationships with organisations through sponsorships and / or partnerships that display the following characteristics:

- The organisation has a demonstrated interest and alignment with Dragons Abreast Australia’s purpose and vision
- The organisation has a reputable brand and is well established in Australia or internationally (not applicable to start-ups);
- The organisation has a track record of financial stability (not applicable to start-ups);
- The partnership opportunity offers significant value to Dragons Abreast Australia and/or its stakeholders;



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- A need for the product or service being offered to our stakeholders by the organisation has been identified through research / survey data or other validated means;
- The organisation can deliver to Dragons Abreast Australia one or more of the following:
 - An income stream
 - A brand positioning opportunity
 - A cost saving to the member

Pharmaceutical Sponsorship

Any approach for sponsorship from or to a pharmaceutical or related business at any level requires prior endorsement of the Board in writing.

The following criteria apply to all pharmaceutical company or related business entity sponsorship:

- a. The purpose of the sponsorship is primarily breast cancer awareness through Dragons Abreast Australia
- b. An approach is not limited to one company only
- c. Acceptance of sponsorship does not imply an endorsement of the product
- d. All such sponsorship requires endorsement by the Board
- e. Terms and conditions of sponsorship must be clearly contained in a formal agreement

General Sponsorship

1. Member Groups of Dragons Abreast Australia (DAA) may seek local sponsorship for their own teams. If the sponsor is a state based or national organization, the DAA National Office must be notified so that negotiation for sponsorship for other teams within the State or nationally can be considered with resultant greater exposure for the sponsor to be discussed.
2. Sponsorship for DAA teams can be applied to expenses that are directly related to paddling and paddling events in which DAA Teams participate. This includes paddles, boats, life jackets, uniforms, tents, banners, merchandise, brochures etc provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.
3. Sponsorship can be used for local team travel within Australia provided by a local area sponsor i.e. hotel accommodation for Team, bus hire, entry fees, etc., provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.
4. Sponsorship (and fund raising under the DAA banner) to assist with entire DAA Member Group Team airfares for overseas travel is not permitted for the following reasons:
 - These events are essentially a holiday for those members who go
 - As DAA we are not members of an 'elite' Australian team
 - DAA teams have not been selected, by virtue of competition & time trials, as official Australian national representatives
 - DAA has no selection criteria – everyone is welcome to participate



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5. Sponsorship may be used for expenses that are exclusively related to dragon boat events in which DAA teams are participating. These expenses include entry fees, registration, official dinners and subsidy of accommodation for the actual days of the event, provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.
6. DAA Teams can seek discount group airfares and bulk accommodation for DAA members who are traveling together to an event.

Compliance

Monitoring

It is the responsibility of the Dragons Abreast Australia Board to regularly refer to and ensure compliance with this policy in all activities.

Awareness of Policy

It is the responsibility of member groups to ensure they are aware of DAA policies and bring these to the attention of their members.

Reporting and Review

Reporting

Breaches of this policy are to be reported to the Chair, Dragons Abreast Australia or their delegate.

Review

This policy will be reviewed annually or as required.

