



# Sports Ground Sponsorship Policy

2013

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## 1. INTRODUCTION

The City of Darebin oversees and manages over 800 hectares of public open space including 63 sporting reserves. These facilities serve a wide range of community use, from passive recreation to organised sport, and provide important places for the community to rest, re-charge, recreate and play.

Council recognises the challenges faced by sporting clubs, the majority of which are run by volunteers. The demands on local clubs are continuing to increase. In particular, the financial requirements of clubs has steadily risen with increased costs for insurance, electricity, player registration along with increased expectations from players and parents to provide quality coaching, equipment, facilities and uniforms.

Any additional income that can be raised, such as selling naming rights to sports grounds, provides financial support and assistance to the clubs.

This policy aims to provide a framework that can assist in facilitating responsible sports ground sponsorship arrangements and provide parameters for clubs wanting to negotiate sponsorship agreements.

## 2. BACKGROUND

Darebin sports grounds are currently named after local places, former Councillors or municipal identities. Sports clubs have been enquiring about the possibility of selling naming rights to their sponsors however are mindful of the need to retain part of the original name which is an important connection to each site.

## 3. DEFINITIONS

**Sports ground** – A Darebin owned and managed sports ground

## 4. POLICY SCOPE

This policy applies to sports clubs with formal agreements to use sports grounds owned and managed by the Darebin City Council.

## 5. CONDITIONS OF USE

Sports clubs wishing to arrange sponsorship deals for naming rights of the sports grounds they use will be required to meet the following conditions.

- 5.1 Sponsors endorsing alcohol, gambling, smoking and/or products / messages that are deemed in conflict with Council's objectives and vision will not be considered.
- 5.2 The details of the deal to sell naming rights is disclosed to Council Officers in writing.

- 5.3** 50 percent of income raised through the sale of naming rights is invested into the development of infrastructure at the corresponding sports ground.
- 5.4** The naming rights are approved for one season only.
- 5.5** The names be restricted to the following uses:
- Media reporting
  - Fixtures
  - Membership cards
  - Announcements on match days and functions
  - Internal communication, i.e. websites, stationary and correspondence.
- 5.6** All signage relevant to the sponsors naming rights to be in accordance with Council's Outdoor Advertising Policy and Guidelines.
- 5.7** The ground name changes must include the original name of the sports ground.

## **6. SPONSORSHIP APPROVAL PROCESS**

Council has delegated the approval authority to the Director Culture, Leisure and Works, to consider club requests for sports ground naming rights, subject to the conditions set out in this policy.

Applications must be submitted in writing and approval or otherwise will also be acknowledged in writing. A sponsors name cannot be used in conjunction with a ground until formal approval is received. The approval notice will also contain details of how the contribute to ground improvements will be managed.

## **7. APPROVAL TERMINATION, SUSPENSION AND/OR AMENDMENT**

- 7.1** Council officers will issue a written notice to the club identifying any breach of the conditions and direct on-going compliance.
- 7.2** Council may cancel, suspend or amend an approval if it considers a significant breach of the conditions has occurred or where a compliance notice has been disregarded.
- 7.3** Should an approved sports ground sponsorship arrangement be affected by ground closure or other unforeseen restrictions, Council will not compensate the club for any loss of sponsorship.