



SPONSORSHIP POLICY

Introduction:

Riversdale Soccer Club values and appreciates the support of sponsors in achieving our goals and providing opportunities for our members. This sponsorship policy outlines our guidelines and expectations for sponsorship arrangements to ensure that they align with the club's values, maintain a professional image, and fulfill our obligations to our sponsors. By adhering to this policy, we aim to establish long-lasting and mutually beneficial relationships with our sponsors.

1. Compatibility with Club Policies:

Riversdale Soccer Club will ensure that any sponsorship arrangement does not conflict with club policies or impose conditions that would hinder the club's ability to carry out its functions effectively. All sponsorship agreements will be reviewed to ensure alignment with the club's values, objectives, and strategic direction.

2. Maintenance of Professional Image:

The sponsorship agreements entered into by Riversdale Soccer Club will be conducted in a manner that maintains the professional image of all parties involved. We will ensure that the sponsor's brand and reputation align with the values and principles of our club, and that any promotional activities are conducted in a manner that reflects positively on both the club and the sponsor.

3. Relationship Management:

Riversdale Soccer Club is committed to developing and maintaining positive relationships with our sponsors. We will establish regular communication channels to keep sponsors informed about club activities, achievements, and events. We will seek opportunities to showcase our sponsors' support and engage them in club activities, fostering a strong and collaborative partnership.

4. Merit-Based Acceptance:

Riversdale Soccer Club reserves the right to accept products for distribution based on their merit and relevance to the club's needs, rather than solely because they are offered for free. We will evaluate the suitability and value of products or services based on their alignment with the club's objectives and the benefits they can provide to our members and community.

5. Fulfillment of Sponsorship Obligations:

Riversdale Soccer Club is committed to fulfilling all obligations outlined in sponsorship agreements. We will ensure that the agreed-upon benefits, promotions, and recognition are provided to sponsors in a timely and satisfactory manner. We will communicate and coordinate with sponsors to ensure their expectations are met and their support is acknowledged.



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6. Responsible Allocation of Sponsorship Funds:

Riversdale Soccer Club will ensure that the sponsorship funds allocated to the club are spent in accordance with the purpose for which they were provided. We will use the sponsorship funds responsibly and transparently, prioritizing initiatives and projects that align with the club's objectives and benefit our members and community.

7. Personal Benefits Prohibition:

Riversdale Soccer Club will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement. Any potential conflicts of interest will be identified and managed appropriately to maintain the integrity and transparency of the sponsorship process.

8. Non-Endorsement of Sponsors or Products:

Riversdale Soccer Club does not explicitly endorse sponsors or their products through its association with them. While we appreciate and acknowledge the support of our sponsors, our association is not intended to be an explicit endorsement of their products or services. We will maintain a clear distinction between sponsorship arrangements and endorsements to maintain the trust and credibility of our club.

9. Discouraged Sponsorship Arrangements:

Riversdale Soccer Club discourages sponsorship arrangements with tobacco-related companies, alcohol products, or outlets. We believe in promoting a healthy and positive environment for our members and community, and therefore, we will not actively pursue or engage in sponsorship agreements with entities involved in these industries.

Review and Amendments:

This sponsorship policy will be reviewed periodically to ensure its effectiveness and alignment with the evolving needs and values of Riversdale Soccer Club. Amendments may be made at the discretion of the club's board to reflect changes in sponsorship trends, regulations, or organisational requirements.

By following this sponsorship policy, we aim to foster strong and mutually beneficial relationships with our sponsors, while upholding the values and image of Riversdale Soccer Club. It is the responsibility of all club members, officials, and sponsors to adhere to these guidelines and contribute to the success and sustainability of our sponsorship program.