

POLICY 19 - PARTNERSHIPS

Links: Committee

Introduction

The Glenelg Bowling Club recognizes that it is important for sponsors to obtain promotional exposure in return for sponsoring the club.

As a consequence, the club has established the following Partnership Packages so that each potential sponsor can fully appreciate the opportunities associated with them.

Partnership Exposure

The grounds and clubhouse provide a great opportunity for sponsors to have their promotional material seen by a large number of people, including:

- Occupants of vehicles passing the grounds all year round;
- Pedestrians passing the grounds throughout the year;
- Night Owls players attending the club once a week during the 6-month daylight saving period;
- Pennant players attending home matches on Saturdays, Wednesdays and Thursdays for 18 weeks per year;
- Saturday social bowls players participating during 31 weeks of the year;
- Members and friends attending regular social events, including schnitzel nights and quiz night;
- Attendees of venue hiring of the greens or clubhouse for social or corporate events;
- Members attending Friday "Happy Hour";
- Club members who receive email and Facebook information notices;
- Those viewing the company logos through the club's website, on audio visual equipment and on table displays.

Partnership Promotional Packages

The range of partnership promotion varies with each sponsor in order to suit the business model of that company.

The promotional package best suited to sponsors is agreed upon with the Club's Partnerships Manager at the beginning of the sponsorship period which will generally run from September 1 to August 31 in any calendar year..

The promotional options include:

- Outside signs in a variety of locations;
- Tournament or Event naming rights with temporary signs;
- Email and social media logos on information releases;
- Table notices during Pennant games and events;
- Display of Partner information on TVs in the Clubhouse;
- The "Get Chatty" loyalty program;

- Pennant game day sponsorship;
- Partner of the Week naming in clubhouse and on GBC's website;
- Promotion on GBC's website "Our Partners" page (with links to company website / Facebook page);
- Listing in the Annual Report.

Promotional Material Format

In order to maximise the positive exposure of Sponsors, it is requested that the following information be provided to the club.

- Logo (pdf, jpeg, or tiff with a high resolution of at least 300 dpi)
- Trade Name (pdf, jpeg, or tiff with a high resolution of at least 300 dpi and information on font style)
- Tag Line (with colour and font information)
- Business Trading Address
- Phone Numbers
- E-mail Address
- Website / Facebook Address
- Business Description (One or two sentences describing your products or services, written in "Word" or as a pdf document.)

Partnership Agreement

The Club is prepared to enter into a 1 year or up to 5 years Partnership Agreement, in order to provide certainty for the sponsor. The Club will maintain the agreed promotional commitment for that period, provided that the agreed annual sponsorship fee is provided. Invoices are to be emailed in August each calendar year.

In addition to the Partnership Package set out above, special packages can be arranged by the Partnership Manager in order to meet their requirements.

For regular Silver and Gold Level partnerships the Partnerships Manager will have authority to act in usual circumstances. Any significant deviances or alternative arrangements shall be decided through the Administration Committee.