

Mandurah Basketball Association Fundraising & Sponsorship Policy



POLICY DOCUMENT:	Fundraising and Sponsorship Policy
POLICY VERSION:	1
DATE APPROVED:	13/5/2019
LAST REVIEW DATE:	14/5/2020.
NEXT REVIEW DATE:	16/6/2022
APPLIES TO THE FOLLOWING PORTFOLIOS:	ALL
Other Relevant/Supporting Documents	

This policy applies to all members, committee, coaches, players, visitors, and volunteers of the Mandurah Basketball Association.

Our Commitment

Mandurah Basketball Association is one of the largest Domestic Basketball Competitions in WA, with participation in the West Australian Basketball League (WABL) and State Basketball Club (SBL). We also offer Programs and Development Opportunities for our Members and the greater basketball community within the Peel Region.

As part of our service delivery we will seek out sponsors to minimise the cost of effectively running our core programs and services.

We will support genuine fundraising endeavours so as to minimise the cost of participation by these teams and/or athletes.

Definitions:

A **sponsor** is defined as a person or organization that pays for or offers in-kind to the costs involved in running our Association or Club events, programs, services, competitions and activities. In return the sponsor receives defined advertising and promotion of their business.

A **preferred supplier** is defined as per our Finance Policy as a local content business or service provider that has a documented and endorsed affiliation to the Association or Club.

An **endorsement** is when a business or person offers an inducement to an individual player or person that does not benefit the Association or Club as a whole. These must not include any Mandurah Magic use of our name or brand without permission

Process and Procedure

Fundraising Policy:

We encourage fundraising that is undertaken to raise monies that benefit the club and association as a whole. All fundraising activity will be actioned by the MBA Operations Manager following endorsement from the Board prior to the activity-taking place.

Guidelines for fundraising activities:

1. The activity must be for the purpose of raising funds for activities endorsed by MBA.
2. Approval for fundraising activities may also be sought from MBA by teams seeking support for their attendance at invitational tournaments, (National Junior Classic, National U14 Club championship) and by individual club members who have been selected in State or National teams.
3. All fundraising excess funds must be clearly reconciled to the MBA Board and explained where they will be expended.
4. Fundraising activities using the MBA or Magic logos must be approved in advance.
5. Issues of liability must also be considered (e.g. Bunning's BBQ) especially where sign off is required by the Operations Manager/Portfolio Director as the representative of MBA.
6. Fundraising activities must not conflict with MBA sponsorships or planned MBA fundraising activities, always inform OM in advance before approaching organisations for support or sponsorship.
7. Fundraising activities cannot be conducted at any MBA Event without the endorsement of the Operations Manager and Board.
8. Use of the club's resources ie. Courts or Club BBQ for fundraising is not permitted without prior approval.
9. Merchandise options must not conflict with the current MBA/Mandurah Magic range. All approvals for branded Merchandise are to be sent to the Operations Manager who shall seek endorsement from the Board.

To gain approval:

1. All applications must be submitted in writing and sent to The MBA Office via email: office@mandurahmagic.com.au
2. When applying for a fundraising activity the applicant should be aware that external contractors and organisations have approval times that may impact your application process.
3. Proposals must clearly state times, dates, locations, team members, actual fundraising activity, and estimate of raised monies.
4. The MBA will notify the applicant of the outcome regarding approval in a timely fashion once application is submitted.

Sponsorship Policy

MBA encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities and events.

The MBA Sponsorship Team have the authority to seek and negotiate corporate sponsorship agreements for the approval of the Board. All negotiations must be in line with the policy statements below.

Sponsorship participants must be from reputable organisations whose public image, products and services are consistent with our values and goals

PURPOSE:

The purpose of this policy is to:

- Ensure that decisions about the type of sponsors we engage with are documented and consistent. Offering equitable arrangements to all sponsors and ensuring that we are transparent, fair and professional in our negotiations.
- To provide the Sponsorship Team with a guide for all sponsorship enquiries and in ensuring that the Clubs values are reflected in all our dealings.
- To centralise Sponsorship dealings and to ensure a register and documentation is captured so as to be for the betterment of the Club.

POLICY STATEMENTS:

The Sponsorship Team will:

- MBA will not enter into agreement with any organisation whose motives, products or markets are deemed incompatible with MBA standards/policies/objectives or inappropriate for our audience.
- Ensure that the sponsorship arrangement aligns with our club policies and does not impose conditions that would impact on the club's ability to carry out its functions.
- Maintains the professional image of all parties.
- Develops and maintains a positive relationship with our sponsors through regular communication.
- Reserve the right to accept products for distribution on merit, not because they are offered for free.
- Ensure that the clubs' obligations under the sponsor agreement are met.
- Ensure that the sponsorship allocated is spent in the manner for which it was provided.
- Ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement.
- Ensure that there is no compromise or conflict of interest for any proposers of the sponsorship offer.
- Reserve the right to review all prospective sponsors in line with our policy and refuse sponsorship as per agreement by the Sponsorship Team and endorsed by the Board.
- Ensure we work with Local Suppliers and long-standing partners, suppliers, and businesses of the MBA to offer sponsorship arrangements in the first instance before approaching new businesses.
- Submit monthly reports to the Board, or as requested.
- Publish a Sponsorship prospectus so as to guide potential businesses or MBA representatives who may make the initial contact with Sponsors. Once a business acknowledges an interest in sponsoring with MBA/Mandurah Magic, the Sponsorship Team is to be engaged and informed to assist as required.

CLUB VALUES:

MANDURAH BASKETBALL ASSOCIATION

*Our Mission is to grow an inclusive basketball association that inspires,
leads and provides opportunities for all in the Peel Region*

VALUES

Accountability - Be accountable for your actions and take pride in belonging to the club.

Transparency - Be open, honest and clear in all areas of the club to ensure long term success.

Unity - Use team work to enhance a club culture that promotes learning in a family friendly environment.

Respect - Respect everyone who passes through our club and to treat equipment and facilities with care.

Unique - Stand out in our area as a professional and leading provider of Basketball services to people of all circumstances

Integrity - Live the values of the club each day by following the direction of the club.



#togetherwemakemagic





