

# POLICY DOCUMENT



**Policy Name:** Sponsorship Policy

**Date Written:** 26 February 2024

**Date Approved:**

**Responsible Officer:** Sponsorship Officer

## 1. Introduction

TUFC aims to build and maintain a partner portfolio that is aligned with sponsorship industry best-practice.

## 2. Principles Governing Sponsorship

TUFC is governed by the following principles:

- All TUFC members are encouraged to identify potential sponsors.
- Potential sponsors should be raised with the Sponsorship Officer, at the first appropriate opportunity, so that planning can occur. Any conflicts of interest can be identified.
- The Sponsorship Officer is responsible for negotiating sponsorships. At their discretion, the Sponsorship Officer can empower others to negotiate a sponsorship agreement.
- Unless approved by the Board, sponsorships are not program or team-specific, i.e. sponsorship income will be used as deemed appropriate by the Board.
- Clear marketing outcomes should be agreed upon with sponsors, in writing.
- This policy is also applicable to any income provided by brands, or individuals, where no formal agreement or benefit is provided.