

# Ancient City Gymnastics SPONSORSHIP POLICY

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Ancient City Gymnastics Sponsorship Policy

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Policy coverage: All ACGYMNASTICS Sponsorships

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Controlling body: ACGYMNASTICS (Ancient City Gymnastics)

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## **1. INTRODUCTION**

This policy sets out the objectives for ACGYMNASTICS with relation to sponsorship activities. It identifies the guidelines for entering into sponsorship agreements, the behavior expected and controls used by ACGYMNASTICS to manage sponsorships.

## **2. STATEMENT OF PRINCIPLE**

ACGYMNASTICS is committed to maximizing all available avenues of revenue in order to develop the organization and improve the services that the organization offers to its team members. Obtaining ethical, financially beneficial sponsorships with respected organizations and managing them effectively is a means to that end.

## **ACGYMNASTICS SPONSORSHIPS OBJECTIVES**

ACGYMNASTICS Sponsorship Objectives:

- To raise sponsorship revenue for ACGYMNASTICS Team Members
- To increase awareness of gymnastics via media opportunities.

## **CONDITIONS OF SPONSORSHIP**

Sponsorship agreements will only be entered into with organizations that:

1. are accountable and transparent
2. are financially secure with low risk to ACGYMNASTICS
3. have clear objectives whereby both parties stand to benefit
4. are permitted at law.
5. have high ethical and moral standards
6. provide a service or make a product that does not conflict with the provision of activities for children.
7. do not offer products which include the sale of drugs, alcohol, and/or tobacco.

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## **ACCOUNTABILITY AND RESPONSIBILITY:**

ACGYMNASTICS and the sponsor are accountable for all sponsorship agreements. The weighting of accountability may vary and will be dictated by the sponsorship agreement signed by both parties.

The ACGYMNASTICS sponsorship manager will at all times ensure that any agreement is in accordance with this policy and will ensure that all sponsorship agreements:

- A. Complement existing programs and services
- B. do not conflict with existing sponsorship agreements
- C. are advantageous for ACGYMNASTICS
- D. do not expose ACGYMNASTICS to high levels of risk

## **SPONSORSHIP**

Sponsorship Definition: Sponsorship is generally recognized as the sale of the (usually) intangible exploitable potential rights and benefits associated with an event, entrant, or organization, which results in tangible benefits (increased awareness of brand, communication of key messages, or sales) for the sponsor which exceeds the purchase price.

## **SPONSORSHIP DOES NOT INCLUDE THE FOLLOWING:**

- Donations – which are defined as free money with no benefits required
- Grants - which are defined as a sum of money provided or received by the organization to an organization for a specific purpose.

## **USE OF CORPORATE SPONSORSHIP**

Sponsorships are sold to deliver the organizations mission cost effectively by:

- providing a financial return on investment to the organization (*advertising via our facility*)
- developing or facilitating relationships with the community and community groups
- Communicating key messages and/or facilitating change in community attitudes towards the organization.

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## **SPONSORSHIP LIMITATIONS**

Sponsorships which could involve the organization in controversial issues or expose the organization to adverse criticism must be avoided.

The following sponsorships are regarded as being inappropriate:

- political or religious organizations
- programs that denigrate, exclude, or offend minority community groups;
- sponsorships with any corporations that could be detrimental to the image of ACGYMNASTICS
- Alcohol companies.
- programs that may present a hazard to the gymnastics community;
- programs that create environmental hazards;
- programs that do not reflect community standards

## **REPORTING**

### **Business Sponsorship:**

All business sponsorship activity is to be reported so we can enter it in our database. The Sponsorship Manager, Sue Garrity must be notified of any sponsorship negotiations. All documents pertaining to entering a business sponsorship agreement must be filed with the Sponsorship manager along with a check or cash.

Once we receive notification of a potential sponsor we will post it on the private team web page. Please check the list of potential sponsors who have already been contacted. This is to avoid the negative effects of duplicate solicitation efforts.

### **Family & Friends Sponsorship:**

All documents pertaining to entering a sponsorship agreement must be filed with the Sponsorship manager, Sue Garrity along with a check or cash.

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## **ACGYMNASTICS SPONSORSHIP ACCOUNT:**

ACGYMNASTICS will maintain one bank account for the entire competitive gymnastics team. Within this account there are two types of accounts. One is the general fund and the other is an individual account balance for each gymnast.

GENERAL FUND – miscellaneous fundraising events

- \*Coach(s) meet/session fees for competition.
- \*Coach(s) travel expenses for competition.
- \*Team fees.
- \*Coaches USAG and or AAU fees and background checks.
- \*Gymnast banquet in the spring and individual awards presented at the banquet.
- \*Any miscellaneous expenses

## **INDIVIDUAL ACCOUNT FUNDS**

The money in individual accounts may be used for the following and will be directly paid from the individual account to the gym;

1. Annual Registration Fee
2. Monthly tuition
3. Meet Fees
4. USAG # and/or AAU #
5. Competition Apparel (leotard, warm-ups, gym bag)
6. Grips, tape
7. Gymnastics Camps (*includes airfare & hotel expenses*)
8. Choreography (*optional levels*)

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## **WHAT HAPPENS IF YOUR GYMNAST LEAVES THE GYM?**

What happens if a gymnast leaves the gym?

We will keep all funds in the gymnast's individual "account" for 30 days. If the gymnast returns within 30 days of their last day as an active team member, the individual "account" will remain intact. If the gymnast does not return or returns after the 30 days, the individual account will have been forfeited and will be set at zero and the remaining funds will go into the general sponsorship account. \*\*\*There is no transferring of the funds to another family or to a sibling's account.

ACGYMNASTICS requires notification in writing/email in cases that a gymnast is taking a leave of absence or is injured and will be missing a prolonged period of the season. If your request is approved your account may be put in "dormant" status. When you return, your account will be re-activated.

\*\*Note: Individual circumstances may apply. ACGYMNASTICS reserves the right to handle each request on a case by case basis

If you have any questions on a potential sponsor, please email [info@ancientcitygymnastics.com](mailto:info@ancientcitygymnastics.com).