

FUNDRAISING AND SPONSORSHIP

PURPOSE

This policy outlines the roles, responsibilities and expectations of Members in relation to Fundraising and sourcing of Sponsors: both key revenue streams critical to the ongoing success of our Club.

AUDIENCE

All Members of the Palm Beach Surf Life Saving Club (PBQSLSC).

DETAIL

Fundraising is an internally driven, vital revenue stream for PBQSLSC. It is a responsibility of Members to assist in these endeavours. There are numerous methods in which fundraising activities are conducted at PBQSLSC, as well as mandatory requirements of Members to conduct fundraising should they wish to participate in Carnivals/Competitions.

Sponsorship is an externally sourced revenue stream for PBQSLSC and although managed by the Board of Management and Executive employees of PBQSLSC and our Supporters Club, members can contribute in many areas.

Revenue generated from both fundraising and sponsorship is centrally pooled and offsets the running of the Club and maintenance of our building and land. Unlike many surf life saving clubs, PBQSLSC owns our building and land – which has its pros and cons.

Operational costs of running our Club include:

- Day to day operations
- Repairs and maintenance of the building, equipment and facilities
- Purchase of vital surf lifesaving equipment and vehicles
- Purchase of equipment for our programs and activities
- Coaching and administrative staff
- Reward and recognition of our members and volunteers at Nipper and Club Presentation functions
- Carnival entry fees
- Subsidising of uniforms and merchandise

Revenue Committee

Fundraising and sponsorship activities are coordinated by the Revenue Committee, for approval by the Board and delivered by Club Members and employees.

The Revenue Committee are to ensure that all the requisite governance and not for profit money requirements are met, with communication instructions delivered to participating members for each activity.

1. Fundraising

Activities include, but are not limited to:

- Supporters Club Raffles
- Queensland Lifesavers Appeal
- Tin Rattles
- BBQ's (off site, not on Nippers days)
- Other Member driven initiatives

Fundraising will utilise both manual and electronic means to conduct the activities. Club Members will be authorised to wear the patrol uniform during activities such as Tin Rattles and raffles.

[Projected] Tap and Go donation machines are situated in the Supporters Club bar area, with all revenue generated (minus provider and account keeping costs) going to PBQSLSC.

Competitor fundraising requirements.

Refer to Policy 07 – Competitor Policy. It is a requirement of all members, in particular competitors, to participate in fundraising activities to help offset costs to the club. Should Competitive Members decide not to participate in fundraising activities, they can be excused in return for a payment of a fee. See the Competitor Policy for full details.

Members are encouraged to share fundraising initiatives via the office administrator.

2. Sponsorship

PBQSLSC will engage sponsorship partners to assist in maintaining diverse revenue streams and help offset costs. Sponsorship can be in the form of:

- Bespoke sponsorship aimed to provide a product, service or discount or
- General monetary sponsorship for the Board to allocate

2.1 Sponsorship framework

The PBQSLSC sponsorship framework, from lowest to highest contribution, is as follows:

a) Bronze (\$2,000 p.a. for two years):

- Brand exposure – logo displayed on the Club signage board wall, next to the beach walkway (50,000 people per annum exposure)
- Social media – crafting of an engaging social media post to announce/celebrate the partnership
- Website Promotion – logo (with website link) featured on Club Sponsors page

b) Silver (\$5,000 p.a. for two years):

- Includes Bronze benefits
- Supporters Club TVs – logo placed on a 'Silver Partnership' slide
- Supporters Club Raffle – opportunity to donate prizes to weekly raffles for further exposure, with approved branding displayed in the Club on the night
- In Club functions – two tickets to one annual Club event
- Members emails – Club internal emails to membership will include promotional information about Gold Partners (1 emails per annum)

- Website Promotion – logo (with website link) displayed on the bottom of the Club home page

c) Gold (\$15,000 pa for a fixed period of two years):

- Includes Silver and Bronze benefits
- Email communications – PBQSLSC staff will include a footer on all emails that recognises its Gold Partners
- In Club functions – four tickets to one annual Club event
- Members emails – Club internal emails to membership will include promotional information about Gold Partners (2 emails per annum)
- Supporters Club TVs – one individual slide for each Gold Partner
- Partner Specific Exposure – Gold Partners can select one naming right for their business ie. Rashies, patrol arena

d) Exclusive Branding/Special Projects:

PBQSLSC are always endeavouring to continue improving our facilities (of which our building and land are club-owned), our sustainable practices and equipment available to our members. Specific initiatives may be available from time to time where sponsorship may enable our club to pursue larger projects outside of the above sponsorship tier options.

These high cost items/projects include but are not limited to:

- Replacement of an IRB
- An all-inclusive Nipper BBQ trailer
- A new Board and Ski trailer
- Addition of solar panels to our roof
- Upgrade of our security system and doors
- Upgrade of our member-exclusive gym facilities
- Renovation of our dormitory; a member benefit as well as a revenue stream for our club.

These items, and other specific initiatives as they arise, will be discussed with potential sponsors on a case by case basis, with mutually beneficial benefits to be drawn up in line with the project in question.

An example contract agreement letter for a Sponsor is included in Appendix 1.

2.2 Sponsor criteria

PBQSLSC will seek to engage sponsorship from likeminded organisations that complement our core values. Key criteria in selecting appropriateness of sponsorship include, but are not limited to:

- Community focus
- Sustainable practices
- Ethical business processes
- Diversity and inclusiveness

2.3 Sponsor servicing

Sponsor servicing is a shared responsibility of the Surf Life Saving Club and Supporters Club management. Members can still assist by ensuring that sponsored equipment and product are well

looked after, kept clean and in good working order and that sponsors are utilised and promoted by our Member base where possible.

3. Donors

For smaller contributions, donations are accepted by individuals and organisations (other than fundraising initiatives). These donors will be recognised with thank you posts on the PBQSLSC social media channels.

Donations do not attract GST and subsequently are tax deductible by the donor.

Appendix 1: Example Sponsorship Agreement letter

Company
[ADDRESS]

[DATE]

Dear Name

RE: Sponsorship – Palm Beach (QLD) SLSC Inc.

On behalf of Palm Beach Surf Lifesaving Club, I would like to say thank you for Company for your support and partnership.

We are pleased that Company have agreed to partner with our club. This letter is to confirm the discussions involving partnership.

Company have kindly offered:

- In kind/cash support to the value of \$X,000.
[insert details of sponsorship agreement]

In return, Palm Beach Surf Life Saving Club would like to acknowledge Company as a Gold/Silver/Bronze sponsor of our club.

Palm Beach SLSC to provide:

- Formal announcement of your Partnership, promoted through our social channels.
- Recognition of Company as a Bronze Sponsor of Palm Beach (QLD) SLSC Inc. which includes:
 - Logo placement on our Partners Board, outside the Clubhouse.
 - Logo placement on our Partners webpage with a link back to your own site
 - Social media post on both our Supporters Club & SLSC Facebook pages.
 - Inclusion in one of our members emails.

The initial term of this agreement is for a [project duration and recognition through the YEAR-YY patrol season (e.g. May 2021 to May 2022)], however our Club would be pleased to discuss future projects and sponsorship arrangements beyond this period.

Thank you again for partnering with us. Our Club genuinely appreciates your support.

If you could please sign this letter below to acknowledge Company acceptance of these terms, returning it at your earliest convenience to slsc.opsmanager@palmbeachsurfclub.com.au, this would be greatly appreciated.

Kind Regards

Name
President
Palm Beach (QLD) SLSC Club Inc.

Date: _____

Signed and accepted by:

Company representative

Date: _____