



Marketing Advertising Matching Funds Policy 2011

Marketing and promotion of our sport is critical to our future success. Without informing the wider public that we exist, it becomes increasingly difficult to attract new players, coaches, and administrators to the competition. Advertising is considered to be one of the top ways to increase the broader awareness of the public that gridiron is indeed played in Melbourne.

The costs of advertising however, are extremely high and the development of a message that suits each club can be difficult at an administrative level. As such, it is determined that GV institute a matching policy to assist clubs in their advertising and promotions efforts.

Objectives:

- To reduce the burden of cost on clubs for advertising and promotions efforts
- To increase awareness of our sport to the general public
- To improve the image of GV to its members

To implement these objectives, it is policy to:

- Match the spending of any member club of GV at a 1:1 ratio, up to \$500 annually, for advertising and/or marketing purposes only.

Provision of funds is based on the following conditions:

1. Relevant member club formally applies to the GVCOM no less than two (2) months prior to the intended start of the advertising/marketing campaign
2. The application include all relevant information about the proposed campaign, including but not limited to:
 - a. Type of medium (TV/Radio/newspaper ad, flyers, posters, billboards, internet ad, etc)
 - b. Location and duration of campaign (1 day newspaper ad, weeklong radio advertisements, etc)
 - c. Copy of message to be distributed (wording on ad, sample of photos used, etc)
 - i. *NOTE: The GVCOM is entitled to request further information if it considers the application lacking, and reserves the right to refuse funds if the COM does not*

deem the medium, location, and/ or message to be acceptable or appropriate

3. Proof that the campaign has commenced (photocopy of newspaper ad, recording of radio commercial, etc)
4. GV will not fund individual club website creation and/or maintenance. Banner links on other websites may be considered for matching funds (i.e. a facebook advertisement)
5. The GV logo and website details must be displayed prominently and/or included verbally in any promotion.

Funds will be applied directly to the relevant club's account following the successful execution of the campaign. All matching funds are contingent on the financial position of GV at the time of request.