



Sponsorship Policy 2011

Introduction:

As Gridiron Victoria endeavors to acquire more sponsorship, it must have a policy in order to accurately plan for dealing with existing and potential sponsors.

This policy helps GV behave in a uniform manner with all sponsors, thus keeping conflict to a minimum while maintaining excellent relationships with sponsors.

This document will be considered an addendum to the existing Operating Rules and Procedures.

It shall be Gridiron Victoria's official policy regarding sponsorship that:

- All potential league sponsors will be checked against existing league sponsors to ensure there is no potential conflict.
- All existing league sponsors will be made aware of potential league sponsors to check for approval of sponsors.
- All sponsors will be required to fill out and sign a sponsorship agreement form.
- All uniform related sponsorship logos must be uniform on all jerseys, pants, and/or helmets.
- Major sponsorship signage must be approved by GVCOM prior to display. This does not apply to:
 - Uniform patches or similar
 - Club website advertisements
- All league sponsors will supply any and all promotional materials and pay for any and all installation costs (i.e. jersey patches and associated sewing)
- All teams must be informed of any potential league sponsors

- All league sponsors should be noted on the GV website within one week of signing a sponsorship agreement
- Gridiron Victoria reserves the right to secure sponsorship for the Senior and Junior State teams.
- The Senior and Junior state teams may seek sponsorship of their own accord; however, their sponsor must be ratified by the GVCOM
- Only Host Club signage may be displayed at any game
- The GVCOM must ratify all league sponsors
- Disputes related to any above clause shall be resolved by the GVCOM at the next available meeting

**Committee of Management
Gridiron Victoria**