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1. Purpose

1.1 The purpose of this policy is to provide a clear framework for the management and acceptance of sponsorships that support the objectives and values of the Association. This policy ensures all sponsorship arrangements are ethical, transparent, and consistent with the Archery Victoria's strategic priorities.

1.2 This Policy enters into force and applies to Archery Victoria, affiliated Clubs and Members as of 30 November 2025. Copies of all documents can be obtained from the Archery Victoria website.

1.3 Copies of all documents can be obtained from the Archery Victoria website. Additional information is available from the Secretary, Archery Victoria.

2. Scope

This policy applies to all sponsorship activities undertaken by Archery Victoria including those at state, regional, and club levels. It covers sponsorship agreements, partnerships, and in-kind support involving individuals, teams, programs, events, and facilities.

3. Definitions

Sponsorship: A commercial arrangement in which a sponsor provides money, goods, or services in return for rights and associations with Archery Victoria or an affiliated Club, its activities, teams, or events.

Sponsor: Any individual, business, or organisation providing financial or in-kind support to Archery Victoria or an affiliated Club in return for agreed recognition or benefits.

In-kind sponsorship: The provision of goods or services instead of monetary payment.

4. Principles

4.1 Sponsorship arrangements must:

- Align with Archery Victoria's mission, values, and strategic goals.
- Support the growth, development, and promotion of the sport.
- Be conducted with transparency, accountability, and fairness.
- Avoid conflicts of interest, real or perceived.
- Comply with all relevant laws, regulations, and association policies.

5. Acceptable Sponsorships

Archery Victoria or an affiliated Club may accept sponsorships from organisations that:

- Demonstrate ethical business practices.
- Operate in industries consistent with the image and values of sport.
- Provide products, services, or activities that positively contribute to members and the community.

6. Unacceptable Sponsorships

Archery Victoria or an affiliated Club will **not** enter into sponsorship agreements with organisations that:

- Promote tobacco, vaping, alcohol, or recreational drugs.
- Are associated with gambling or betting.
- Are involved in unethical or discriminatory practices.
- Conflict with the health, wellbeing, or safety of members and participants.
- Could bring the Association or the sport into disrepute.

7. Sponsorship Approval Process

1. **Proposal Submission:** All major sponsorship offers or proposals must be submitted in writing to the Board/Club Committee.
2. **Assessment:** Proposals will be reviewed based on alignment with Archery Victoria or an affiliated Club objectives, financial or in-kind value, ethical considerations, and potential conflicts of interest.
3. **Approval:** Final approval must be granted by the Board/Club Committee before any agreement is signed.
4. **Agreement:** A written sponsorship agreement must be prepared, outlining the terms, obligations, duration, and benefits for both parties.

8. Recognition and Benefits

Recognition of sponsors may include, but is not limited to:

- Display of logos on uniforms, equipment, signage, or digital platforms.
 - Acknowledgement in publications, event programs, or media releases.
 - Naming rights for specific events, awards, or programs (subject to approval).
- All recognition must be consistent with Archery Victoria branding and communications guidelines.

9. Management and Review

- Sponsorship arrangements must be monitored to ensure both parties meet their obligations.
- Archery Victoria/affiliated Club reserves the right to terminate any sponsorship if the sponsor's activities become inconsistent with this policy.
- All sponsorships must be reviewed at least annually to assess effectiveness and alignment with strategic objectives.

10. Conflict of Interest

All individuals involved in sponsorship negotiations or management must declare any actual, potential, or perceived conflict of interest in accordance with the Archery Victoria's Conflict of Interest Policy.

11. Record Keeping

All sponsorship agreements, correspondence, and financial transactions must be recorded and stored securely in accordance with the Archery Victoria's record management procedures.