

WAFC POL.02: Sponsorship Policy

POLICY BACKGROUND

The West Australian Football Commission Brand and Growth team manages all league-wide sponsorship / partnership agreements and is responsible for sponsorship policies, templates, and proposals.

Sponsorships and explicit endorsement of products and / or services of a sponsor must be in the public interest and must be approved via the management process.

ACCOUNTABILITIES

RULE	DESCRIPTION OF ACTION
1	<p>All potential sponsors must have company values that are aligned with the values of the West Australian Football Commission.</p> <p>We place tremendous value on the significant social benefits and the creation of better communities through the values of teamwork, responsibility, respect, leadership, commitment and community participation.</p>
2	<p>Sponsorships that could involve football in controversial issues or expose football to adverse criticism must be avoided.</p> <p>The following sponsors are regarded as inappropriate:</p> <ul style="list-style-type: none"> • Political or religious organisations; • Programs that may denigrate, exclude or offend minority community groups; • Sponsors that may be considered a public health risk to the community (including companies that manufacture or whose primary business is to sell tobacco or alcohol products); • Sponsors that create environmental hazards; • Sponsors that do not reflect community standards; • Sponsors that directly conflict with West Australian Football Commission sponsors or partners, whereby this conflict has been made clear to clubs; • Sponsors that have the potential to bring the sport into disrepute.
3	<p>All clubs must comply with sponsorship requirements related to Junior Football as directed by the WAFC.</p> <p>Sponsorship queries can be addressed to the WAFC Commercial team – partnerships@wafc.com.au</p>