

## WAFC POL.03: Sponsorship Policy

### GENERAL INFORMATION

Lead Area:	WAFC Community Football
Lead Procedure Title:	Sponsorship Policy
Procedure Reference Number:	WAFC POL.03
Adapted by:	JB.
Last Modified:	19 November 2019

### POLICY BACKGROUND

The West Australian Football Commission Commercial, Communications & Strategy team manages all central football sponsorships and reviews 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 in line with and compliment the values or Australian Football.</p> <p>These are:</p> <ul style="list-style-type: none"> <li>• Social equality</li> <li>• Participation</li> <li>• Integration and inclusion</li> </ul>
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"> <li>• Political or religious organisations,</li> <li>• Programs that denigrate exclude or offend minority community groups,</li> <li>• Sponsors that may present a hazard to the community (including cigarette companies),</li> <li>• Sponsors that create environmental hazards,</li> <li>• Sponsors that do not reflect community standards,</li> </ul>
3	<p>All clubs must comply with sponsorship requirements related to Junior Football as directed by the WAFC.</p>