



CCHA Facilities Sponsorship Policy

INTRODUCTION

The CCHA hockey facility is situated at Central Coast Hockey Park. The park is a public asset that is accessed by a broad cross section of the community. It is important that any messages associated with sponsorship are considerate of all people who access these facilities, are age and culturally appropriate and are consistent with the values and integrity of the Central Coast Hockey Association and the Central Coast Council.

Sponsorship provides clubs and the association with an important source of income. It is important for clubs when documenting the terms of sponsorship to define limitations and expectations of all parties, particularly in relation to sponsor signage at the facility.

PURPOSE

The purpose of this Policy is to provide guidance to clubs that wish to enter into sponsorship agreements that may involve requests to display signage at the CCHA hockey facility at Central Coast Hockey Park.

This policy does not apply where acknowledgement is limited to uniforms and newsletters and any other means by which the CCHA has no interest or influence.

POLICY

The CCHA supports affiliated clubs seeking sponsorship, including the development of sponsorship packages and advertising arrangements. The full costs of obtaining and managing sponsors is to be borne by the club.

All requests for signage, permanent or temporary, must comply with the CCHA Facilities Signage Policy. Clubs should refer to this policy for the procedures required.

Clubs cannot offer naming rights to any part of the facility as part of a sponsorship agreement. Clubs cannot offer 'exclusivity' to their sponsors (ie clubs cannot guarantee that another similar business will not also be a sponsor of another club or the association and also have signage at the facility).

Authorisation

President..... Date:.....