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A Word about Sponsorship Deals

Getting financial or in-kind sponsorship for an event or the league is a major coup for a subcommittee and the Management Committee congratulates you on your efforts! There is one rule and a few guidelines to keep in mind, though.

- Sponsorship deals negotiated by a subcommittee **must** be approved by the Management Committee **before** they are entered into. Subcommittee members are reminded that the Management Committee meets every 2–3 weeks and a suitable amount of prior notice should be given and time allowed for the Management Committee to review your negotiations and either agree to the deal or suggest revisions.
- Be careful when offering things to potential sponsors – don't promise anything that you don't know for certain you'll be able to provide.
- Types of sponsors and offers likely to be approved:
 - Local West Australian businesses.
 - Small, independent businesses.
 - Those that behave in ways reflective of PRD's own Mission Statement.
 - Placing a logo on a poster, flyer, print advertisement, programme and/or on our website.
 - Hanging banners at an event.
 - Being mentioned/thanked during an event by announcers.
 - Cross-promotion of a sponsor's product, service or own upcoming event through unobtrusive flyering, giveaways or similar.
- Types of sponsors and offers unlikely to be approved:
 - Multinational corporations.
 - Alcohol or tobacco companies.
 - Corporations with commonly-known 'bad' track records, e.g. Nike or Nestlé.
 - Those that can be seen as in conflict with PRD's Mission Statement, e.g. adult-rated men's magazines.
 - Placing a logo permanently on skaters' uniforms or on PRD merchandise.
 - Naming rights for an event, a team, or the league.
 - Being expressly promoted in PRD print/radio/television interviews.

At the end of the day, please remember that the above lists are guidelines. If you have a good idea for a sponsor, or an offer, please contact the Management Committee to find out who the current Sponsorship Guru is, and to propose your idea and discuss its feasibility.