

SPONSORSHIP COMMITTEE POLICY

Chairperson – S.S.N.A. Vice President

Committee: 5 members plus Vice President

Junior Vice President shall:

- a) be responsible for publicity and marketing
- b) prepare and disseminate press releases where necessary
- c) be responsible for obtaining sponsorship
- d) be responsible for preparation and production of SSNA newsletter
- e) handle promotion of the sport within the boundaries of SSNA
- f) facilitate knowledge and understanding of the sport in the community
- g) provide a sponsorship report to each executive and council meeting
- h) perform other duties as requested by the Executive Committee

Mission Statement

Obtain sponsorship to support the SSNA in promoting continual skill development of players, coaches and officials at all levels.

Vision Statement

To be recognized as the Premier Netball Association in NSW based on healthy participation, high skill level, excellent sportsmanship and outstanding results at all levels of playing, coaching and officiating.

Ethos

- a) The interests of SSNA are paramount and each committee member should always consider this.
- b) Any information obtained in the operation of the sponsorship committee shall remain confidential.
- c) Committee meetings shall encourage appropriate exchange and discussion of information between members.
- d) Chairperson - Collaborative Leadership

Sponsorship

When a business provides funds, resources or services in return for some form of rights and or association that may help their business commercially.

Short Term Goals

1. To obtain sponsorship for all Sutherland Shire State League Netball Teams to allow players to compete at an elite level.
2. To obtain sponsorship for all Sutherland Shire Representative Teams to assist players with costs associated with competing at State and State Age Championships.

Long Term Goals

1. To obtain sponsorship to assist with costs associated with the continual development and education of SSNA elite players, elite coaches and umpires.
2. To obtain sponsorship to assist with the costs associated with the development and education of *club* coaches, umpires and players.

This will be achieved by

The sale of advertising / sponsorship packages.

The sale of the naming rights to Bellingara Road Netball Courts. Subject to council approval.

The sale of advertising space on Bellingara Court Centre Circles.

Benefits to Sponsor

Increased company awareness by offering tailored packages to potential sponsors.

Flexibility and receiving value for their money.

SSNA Responsibilities

- Keeping sponsors informed and happy
- Promote sponsors at every opportunity
- Acknowledgment o sponsors in speeches & reports
- Develop personal relationships with regular meetings
- Annual evaluation report
- Invitation to all SSNA functions
- Accountability – funds managed by SSNA Executive

Sponsorship Targets

Minor: Family, Friends, Local small business (targeting women), Business with children involved in netball, Local gyms.

Major: Local large business – Tynan Motors, Harvey Norman, Banks

Committee Meetings

To be held at the S.S.N.A. Bellingara Road Stadium on the First Tuesday in February, April, June and August or when deemed necessary by the Vice President.