

# **DRAGONS ABREAST AUSTRALIA POLICY REGISTER**

## **POLICY NO. 1/2004 – SPONSORSHIP AND FUNDRAISING**

**APPROVAL BASIS: Approved by National Executive 28 August 2004**

**REVISION: Approved by National Executive 18<sup>th</sup> April 2008**

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The importance of sponsors at any level is acknowledged. Each member group needs to ensure that it keeps faith with all sponsors by providing them with value for their support.

### **DEFINITIONS**

**Sponsorship** is defined as aid or support given by a patron. In this policy it refers to the provision of financial support, whether of money or goods in kind, which provides material benefit to sponsors through advertising or other promotion of goods or services, or is provided for the furtherance of Dragons Abreast aims and objectives, where such sponsorship is obtained under the Dragons Abreast banner.

**Fundraising** is defined as the organized activity or an instance of soliciting money or pledges, as for charitable organizations or political campaigns. In this policy it refers to an activity which is intended to provide funds for a specific and contained purpose, the parameters of which have received the prior agreement of the Dragons Abreast group undertaking the fundraising, where such funds have been raised under the Dragons Abreast banner.

A **Dragons Abreast group** refers to each individual team or group of paddlers which is a member of Dragons Abreast Australia.

### **PHARMACEUTICAL SPONSORSHIP**

Any approach for sponsorship from or to a pharmaceutical company or related business entity, **at any level**, requires the **prior endorsement** of the National Executive in writing.

The following criteria apply to all pharmaceutical company or related business entity sponsorship:

- a) The purpose of the sponsorship is primarily promoting breast cancer awareness through Dragons Abreast Australia.
- b) An approach is not limited to one company only
- c) Acceptance of sponsorship does not imply an endorsement of the product
- d) All such sponsorship requires endorsement by the National Executive
- e) Terms and conditions of sponsorship must be clearly contained in a formal agreement.

### **GENERAL SPONSORSHIP**

1. Member groups of Dragons Abreast Australia (DAA) may seek local sponsorship for their own teams. If the sponsor is a state based or national organization, the DAA National Office must be notified so that negotiation for sponsorship for other teams within the State or nationally can be considered with resultant greater exposure for the sponsor to be discussed.
2. Sponsorship for DAA teams can be applied to expenses that are directly related to paddling and paddling events in which DAA teams participate. This includes paddles, boats, life jackets, uniforms, tents, banners, merchandise, brochures etc provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.

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3. Sponsorship can be used for local team travel within Australia provided by a local area sponsor i.e. hotel accommodation for team, bus hire, entry fees, etc., provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.
4. Sponsorship (and fund raising under the DAA banner) to assist with entire DAA member group team airfares for overseas travel is not permitted for the following reasons:
  - These events are essentially a holiday for those members who go
  - As DAA we are not members of an 'elite' Australian team
  - DAA teams have not been selected, by virtue of competition & time trials, as official Australian national representatives
  - DAA has no selection criteria – everyone is welcome to participate if they are able to
5. Sponsorship may be used for expenses that are exclusively related to dragon boat events in which DAA teams are participating. These expenses include entry fees, registration, official dinners and subsidy of accommodation for the actual days of the event, provided, where sponsorship is in the form of money, the sponsor is in agreement with the proposed use of the funds.
6. DAA teams can seek discount group airfares and bulk accommodation for DAA members who are traveling together to an event.

#### **FUNDRAISING GUIDELINES**

1. The use of funds raised in each DAA fund raising effort, and the parameters for its allocation, must be agreed, preferably by voting, by the majority of members of the group, in accordance with DAA policy and guidelines. Generally this will be arranged prior to the fundraising event.
2. Issues to be considered by a group when agreeing to a fundraising initiative should include how the money will be spent and who will benefit.
3. The DAA name, logos, literature or events cannot be used to fund raise in any way that has not been officially endorsed by the majority of a DAA member team.
4. Funds raised can be applied to expenses that are directly related to paddling and paddling events in which DA teams participate. This includes paddles, boats, life jackets, uniforms, tents, banners, merchandise, brochures, etc.
5. Funds raised may be used for expenses that are exclusively related to dragon boat events in which DAA teams are participating. These expenses include entry fees, registration, official dinners and subsidy of accommodation for the actual days of the event.

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6. Funds raised may also be for a local breast cancer related charity – for example DAA teams often participate in the BCNA Field of Women, donate funds to breast cancer research programs, local hospitals, workshops and other activities which benefit breast and other cancer survivors.
7. All fundraising must be clearly designated to ensure that everyone who supports the activity, either through assisting in the event or buying tickets and the like, knows how the money will be used. A brief written statement about DAA and the specific fund raising objective should be available at any fundraising event.
8. Funds raised by DAA teams or individuals cannot be paid out to individuals. Funds must be held by the Treasurer and paid out by the Treasurer on behalf of the group.
9. Funds allocated for an event are to be on the basis that all participants in the event benefit equally from the allocation.
10. Funds donated as tax deductible donations must be banked into the DAA Gift Account and used in accordance with the Deductible Gift Recipient regulations.

#### **SUBSIDISING OF INDIVIDUALS IN CASES OF HARDSHIP (approved by National Executive 18 April 2008)**

1. Clauses 8 and 9 of the above guidelines make clear that any funds raised for an event or purpose are to be allocated equitably to all members/participants of the group and cannot be paid out to individuals.
2. From time to time groups may wish to subsidise fees for individual members who are considered to be in financial hardship which would prevent them from paying their membership fees and participating. Groups have the ability to waive fees in whole or in part or put into place negotiated payment arrangements. However funds cannot be raised under the DAA banner for this purpose and therefore any subsidy will be a cost to the collective membership of the group. While full confidentiality and privacy is essential in such situations the number and amounts of subsidy are to be included in the annual financial report.
3. Similarly funds raised or donated as a subsidy to attend regattas and similar events also need to be applied to all members participating and not on an ad hoc basis.