

## 1 Purpose

The purpose of the Australian team sponsorship policy is to provide an unambiguous and consistent approach to representing sponsors of Australian canoe polo teams.

## 2 Application

The policy applies to Australian teams competing internationally, in all divisions, and overrides any individual sponsorship a player, coach or manager may have. It applies to Oceania Championships, ICF World Championships, World Games, other international championships and international development tours.

## 3 Australian Canoeing requirements

Australian Canoeing (AC) sponsorships arrangements take precedence over the requirements set out in this canoe polo sponsorship policy.

## 4 Championship requirements

The ICF, World Games, Oceania Canoe Association and other organisations hosting canoe polo championships may have specific sponsorship and advertising requirements, particularly in regard to boat and clothing markings. Australian team sponsorship and advertising must comply with the requirements of the host organisation.

## 5 Sponsorship agreements

Formal agreements setting out the terms and conditions of the sponsorship must be in place and approved by the AC canoe polo technical committee. At a minimum, the agreement must state the nature of the sponsorship, its value to canoe polo, its duration, fee or in-kind arrangement. Boats and clothing that promote unapproved sponsors will not be allowed to take part in the competition.

Advertising may be on the kayak or on clothing (eg: spraydecks, paddles, playing tops, off water uniform). The following fees are typical:

Advertising	Fee
Small sticker (5cm x 5cm) on kayak	\$1000
Large sticker on kayak (larger than 5cm x 5cm)	Up to \$5000
Logo on clothing	\$1000

## 6 Sponsorship guidelines

A high standard of presentation is expected. Tatty, incomplete or inconsistent advertising is not acceptable. Each boat and each player must have identical markings. Only paddles may vary.

Sponsors play an important role in the promotion and support of canoe polo and sport in general. It is our obligation to represent them appropriately and with respect.

## **7 Trademarks, advertising symbols and words**

Trademarks, advertising symbols and words must be identical and in the same position on the kayaks and clothing of all players. Any trademarks, advertising symbols and words are placed in such a way that they do not interfere with competitors' identification and does not affect the outcome of a game. Such markings must not interfere with AC logos and naming.

The decks of each Australian team competing at a particular competition must be the same. However, the area below the outside seam of the boat may be different for each team, but the same for each player in the team.

## **8 Individual sponsorship**

This policy overrides any sponsor agreements that individuals may have in place. Individual sponsorship arrangements do not apply to teams representing Australia.

---