



## Sponsorship Policy

### Introduction

This Sponsorship Policy has been produced and agreed by the Club's Executive Committee (Board of Directors) to ensure the Clubs brand and intellectual rights are protected as well as a guide to gaining sponsors from members and external sponsors.

The *Contacts* who act for and on behalf of the Club's Executive are:

Simon Windle – Vice Chairman / Director FRUFC Ltd - [simon@enhanced-design.co.uk](mailto:simon@enhanced-design.co.uk)  
Chris Collett – Youth Chairman / Director FRUFC Ltd - [chriscollett05@aol.com](mailto:chriscollett05@aol.com)

### Policy Item 1: Who can Authorise a Sponsor

If you get a sponsor or potential sponsor you must submit as case/proposal to the Club's Executive Committee via one of the clubs two contacts (above). This must be done before any agreement is made for sponsorship.

Once a sponsor is approved the Club will produce a contract with the sponsor.

This covers ALL sections for Farnborough RUFC.

### Policy Item 2: Club Kit and Colours

All club kit must be purchased through the club shop, unless permission from the Club's Executive Committee is given.

Any kit not authorised will not be permitted to worn at any time while representing the Club home, away or on tour.

### Policy Item 3: What can be Sponsored

Shirts  
Shorts  
Bottles  
Kit  
Tents  
Tour Kit  
Individual Players  
Boards, hoardings and soft materials



Websites  
Matches / Tournaments  
And so on

## **Policy Item 5: Use of Logos, Trademarks or Materials**

Club members (playing and non-playing) must not use the logos, trademarks or materials of the Club, other Clubs, County RFUs, the RFU, sponsors, any organisation, unless it has been cleared for public use or been otherwise approved by the Club's Executive Committee.

## **Policy Item 6: Costs**

Sponsorship/advertising is per annum unless otherwise agreed.

### **Age Group/Playing Sponsors**

If an age group secures a sponsor for kit/shirts etc an additional charge of £50.00 + VAT must be levied.

Sponsors will feature on Age group web page as well as the sponsor's page on BOTH the club websites.

### **Player Sponsorship**

An additional charge of £25.00 + VAT

Sponsors will feature on the sponsor's page on BOTH the club websites.

### **Websites**

Price on application from the *Contacts*

Sponsors/Advertisers are promoted on the Sponsors page

### **Boards, Hoardings and soft materials**

Price on application

Sponsors/Advertisers are promoted on the Sponsors page

### **Boards, Hoardings and soft materials**

Price on application

### **Matches / Tournaments**

Prices on application

Sponsors/Advertisers are promoted on the Sponsors page



**Please note:**

Sponsors/Advertisers can pay a premium to additionally feature on BOTH websites home pages. Places are limited.

**Policy Item 7: Monitoring**

All members must note that the Club's Executive Committee will be regularly monitoring kit and sponsors to ensure that this policy is adhered to.

The club will produce a contract of sponsorship and a log of sponsors.

FRUFC Ltd Executive Committee

January 2016