



# SPONSORSHIP POLICY

## Purpose

To define the Nepean Football Association policy regarding sponsorship and advertising in relation to alcohol, tobacco, gambling, adult entertainment and sponsor name and logo placement as it relates to Nepean FA, the entities and properties that Nepean FA directly controls and the Clubs affiliated to Nepean FA.

Nepean FA has developed and adopted this policy as it believes that it has a responsibility and duty of care to the large number of registered members who are under the age of 18 and to the general health and wellbeing of their members. This policy also recognises the total ban on tobacco advertising as per the *Tobacco Advertising Prohibition Act 1992* (Cth).

## Application

Nepean FA advises it will not engage in the sponsorship, advertising or promotion of any tobacco, alcoholic, gambling or adult entertainment products.

## Policy Scope

This policy applies to;

1. Nepean FA owned entities
2. Nepean FA affiliated clubs competing in Nepean FA competitions or representing Nepean FA in external competitions.

To assist its stakeholders, Nepean FA has set out below examples of the types of advertising and promotion that it deems permissible and impermissible under this policy.

## Permitted

1. Signage or promotion of a family venue or accommodation venue where the main purpose of trade is NOT the sale or supply of tobacco, alcoholic, gambling or adult entertainment products (e.g. Castle Hill RSL Club, Riverstone Bowling Club, Crowne Plaza Parramatta, Outback Steakhouse); and
2. Signage or promotion of a hotel/pub, provided the venue has a bistro/restaurant on-site which permits entry by minors (e.g. The Ettamogah Hotel).

## Not Permitted

1. Signage, advertising or promotion of any tobacco, alcoholic, gambling or adult entertainment product (e.g. Victoria Bitter, Winfield Cigarettes, Vaping products, TAB, Sportsbet); and
2. Signage, advertising or promotion of any company or organisation whose main purpose of trade is the sale or supply of tobacco, alcoholic, gambling or adult entertainment products (e.g. Dan Murphy's, Liquorland, BWS, TAB, The Star (Casino), Lottoland).

Nepean FA reminds its stakeholders that there are laws which prohibit the advertising and promotion of tobacco and which restrict the advertising and promotion of alcohol.

## Other Considerations

Nepean FA encourages its stakeholders to consider the messages being sent to or implied to minors and those within our community that may be struggling with addictions when considering whether or not to engage with potential sponsors.

Nepean FA acknowledges that while the sponsorship dollars may provide relief to a club, the overall benefits of keeping healthy through sport provided to participants and to families should not be disregarded when promoting services provided by sponsors.

## Playing Strip Sponsorship Restrictions

Before agreeing to print any sponsor logo on any part of a club playing strip (shorts or shirts) the following compliance checks by clubs must be carried out and adhered to:

1. If a logo is to be printed on any playing strip, it must first be approved by the Association. The logo should be submitted on the prescribed Sponsorship Approval Form for approval.
2. If the sponsor's company name is to be printed on any playing strip, the design need not be submitted for approval, however, the name of the sponsor must be confirmed by the Association as not being in breach of this policy before proceeding with printing.
3. If a logo is to be printed on a shirt, the logo should be no larger than 45cm<sup>2</sup> in area with a maximum height of 10cm.
4. If a logo is to be printed on the leg of shorts or on the sleeves of shirts, the logo must be no bigger than 10cm<sup>2</sup>.
5. The logo or company name must not obscure the club logo or player number on the playing shirt or shorts.
6. The logo, if an illustration or a description of a sponsor or type or nature of business conducted by the sponsor, must be in good taste and not be considered discriminatory, offensive or lewd.
7. Logo Placement guidelines appear below:



## Obtaining Approval for Displayed Sponsorship Logo & Signage

Before clubs proceed with any irreversible printing of Sponsors Logos/Company names, Sponsorship must first be approved. Note that it is not our intention to hinder a club's ability to raise funds through sponsorship, only to ensure that this policy is not breached by clubs. To that end, all intentions to display sponsorship, must be submitted via an online approval request. [Please use this link to access the request form. Sponsorship Approval Request](https://form.jotform.com/223478620042047) or paste this link into your web browser: <https://form.jotform.com/223478620042047>

## Consequence of Policy Breach

The Association reserves the right to ban the offending club use of any uniform at any match conducted by the association or at any match where the club is representative of the association while the uniform displays any unauthorised logos or script. If the club has no alternate strip available it will be required to forfeit its games for teams with uniforms that are in breach of this policy. Relevant fines will apply.

## Resources

[Easy guide to the Tobacco Advertising Prohibition Act 1992](#)

[Good Sports website](#). Good Sports is run by the Alcohol and Drug Foundation, an independent and not for profit organisation, funded by state and federal governments. The Good Sports program provides free tools and resources to build policies around alcohol management, smoking regulations, mental health and a range of other areas.

[Alcohol Advertising & Sponsorship in Sport](#)



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