

St. Albert Pickleball Club

Board Policies - Operational

Sponsorships & Gifts

POLICY:

The SAPC will accept sponsorships and gifts at the sole discretion of the Board with a view to creating a revenue stream for the Club. Documented sponsorship agreements will be made with all sponsors to clearly outline the obligations and commitment of both parties.

PURPOSE:

To increase revenues for the Club in a way that is congruent with the Club's mission and values; these additional revenues will serve the following purposes:

1. to offset the cost of tournaments and events
2. to add to the Club reserve allowing for future Club development and expansion of access to Club facilities
3. to help minimize membership fee increases and avoid large fluctuations in same

CLARIFICATION:

1. The SAPC will seek and develop sponsorship relationships that are congruent with the mission and values of the Club.
2. The SAPC Board shall review all requests prior to approving any sponsorship agreements.
3. The SAPC will not pursue nor develop sponsorship relationships with individuals nor businesses involved in the sports betting, tobacco, cannabis or liquor industries.

Sponsorships may take the form of the following:

- A. Fees paid to be the title sponsor for one or more tournaments
- B. Fees paid for advertising on the SAPC Website
- C. Fees paid for placing banners at SAPC events (or play venues as permitted)
- D. Fees paid for setting up retail booths at SAPC tournaments and other high attendance events
- E. In kind contributions/donations in lieu of paying fees in cash for items noted in 2 to 4 above (must be of sufficient value to match the associated sponsorship level)

While the title sponsor could be involved in any business that operates with St. Albert (other than those excluded under Clarification point #3 above), it is preferred that most sponsors be involved in businesses that are related to or supportive of pickleball and/or sports with preference to those who conduct business in St. Albert. For example, we would prefer sponsors offering products or services in the following areas:

- pickleball paddles/equipment/supplies
- pickleball venues outside the Club (eg. The Hub)
- sports/athletic clothing
- health foods
- gym memberships
- health services – physiotherapy, chiropractic, therapeutic massage, etc.

Each year, likely in the early spring, the SAPC will update a document that describes:

- the Club and its mission and purpose,
- its membership including numbers and key demographics
- the tournaments/events that are planned for the year

This document will be used to solicit sponsorships from the local business community and used in conjunction with a “Sponsorship Opportunities” document.

The Sponsorship Opportunities document will outline the sponsorship packages that are available and the current pricing for same. Without limiting the generality of the foregoing, these packages may include:

- Title sponsorship – business name in tournament name (eg. “Boston Pizza St. Albert Summer Fun Tournament”, main website sponsor, large tournament banner at the courts
- Website banners with sponsor logos; size may vary depending on price
- Vendor market place with links to sponsor websites
- Venue signage, sandwich boards
- Website ads (number specified)
- Marketing activations (number specified)

Once negotiated, each sponsorship agreement will be documented and include:

- title description
- names of parties
- date
- term
- sponsorship amount
- rights and obligations of each party (a check box system will be used based upon all sponsorship opportunities available)
- name of signatories, signatures, date and location of signing