



Guidelines Relating to Sponsorship Benefits in respect of the Ku-Ring-Gai Netball Association and Affiliated Clubs

These guidelines refer to all sponsorship arrangements and benefits that are initiated with effect from February 2010 and beyond.

They pertain to all clubs registered with the Ku-ring-gai Netball Association (KNA). They also apply to the Night Competition and Netta and to the Association itself.

The guidelines have been compiled to minimise a conflict of interest between KNA and Club sponsorship arrangements and to encourage all parties to act in a way that will result in maximum benefit for both KNA and Club sponsors.

In addition, the guidelines will ensure that the rights of sponsors are protected and fostered throughout their term of contract and that, under the terms and conditions of the contract, all benefits are met in a manner that is professional and accountable.

1. All KNA affiliated clubs must agree to, and abide, by the Affiliated Club Sponsorship Guidelines and Policies as approved by the KNA Executive and Council.
2. A copy of the guidelines must be displayed at the Canoon Rd complex and must appear on the KNA website
3. When negotiating sponsorship contracts, the KNA and all registered clubs must agree to abide by the following stipulations:
 - Club sponsors will not be granted courtside signage rights on site at Canoon Rd or Lofberg Rd while those sites are hosting KNA games.
 - Sponsors must be appropriate and no advertising of undesirable products/services such as alcohol, tobacco and adult services will be permitted.
 - Clubs may display their sponsor's logos inside tents and on tables at the Canoon Rd complex and at Lofberg Rd, while those sites are hosting KNA games, subject to the following provisos:
 - To ensure that a conflict of interest situation does not arise, clubs must submit a request in writing to the PR & Sponsorship Officer requesting permission to display sponsor's logos on tents and tables.
 - In order that club signage does not negatively impact on the signage of KNA sponsors, maximum size of signage displaying club sponsors logos on tables and inside tents may not exceed 1 metre x 0.5 metres.



- Club sponsors will not be granted on-site promotional rights at the Canoon Rd Complex and at Lofberg Rd, while these sites are hosting KNA games, without prior agreement in writing from the KNA PR and Sponsorship Officer.
- Clubs will not be in a position to offer their sponsors category exclusivity when displaying logos at the Canoon Rd complex or at Lofberg Rd while these sites are hosting KNA games.
- KNA will not be granted signage rights at club courts.
- Club sponsors names will not appear on the sponsors page of the KNA website.
- KNA sponsors will not be granted promotional rights on club websites.
- Only KNA sponsors will be granted naming and branding rights on the KNA website home page.
- Use of bottles, balls and bags reflecting the logos of appropriate club sponsors will be permitted at Canoon Rd Complex and at Lofberg Rd.
- Sponsors logos may not be displayed on bibs.
- The logo of appropriate sponsors may be displayed on sleeves and on track suit tops, provided that it is consistent with the uniform as approved by the Association.