



**WAIMAKARIRI UNITED FOOTBALL CLUB**

McAlpines Mitre 10 Mega Sports Centre

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## **Sponsorship Regulations for Waimak United**

Waimak United Football Club operates with limited finances, so there is always the need to raise additional funding through sponsorship, grants and events.

Many clubs will often compete for the same funding, so it's important that these arrangements are clearly defined. Sponsorship is not only about money but a relationship that is mutually beneficial to all parties.

It is for this reason that all sponsorship arrangements are approved and monitored by the club's board.

Sponsorship guidelines are as follows:

1. All sponsorship must be approved by the Club's Board.
2. Parents, members and coaches shall not directly approach existing club sponsors for funding unless prior approval has been given by the Board.
3. All gear used by club members, while representing Waimak United Football Club, must be on the club's approved gear list. The gear must be purchased through the club's approved provider.
4. All printing (club's logo and sponsor logo) must be done through the club's approved provider.
5. All sponsorship arrangements must have formal agreements or contracts. This process aids to prevent any misunderstandings.

The use of these guidelines will assist in the efficient management of the football club. And a club that's efficiently managed will be looked on favourably by both sponsors and potential members.