



## **Ballinteer St Johns Sponsorship and Fundraising Policy (issued 15 October 2019)**

Fund raising is an essential part of Club activity to enable us to meet the running costs of our teams and infrastructure (facilities, etc.). Every team in the club should be self-financing and appropriate fundraising should be used at every opportunity. All sections are required to proactively participate in Club fund raising activity.

Please observe the following guidelines when considering any fundraising activities:

- The Ballinteer St Johns Fundraising and Communications Committee is responsible for agreeing and ratifying all team sponsorship and fundraising related matters that exceed €1,000.
- Target Sponsors and donors should be agreed with the Fundraising and Communications Committee before any approach is initiated. All fundraising events should also be agreed prior to any approach or commitment being made to a particular event. This is to ensure that there is no conflict with existing sponsors or to avoid targeting potential new club level sponsors that we may be in discussions with or have plans to approach. This includes any possible agreement between a third party and Ballinteer St Johns.
- It is not permitted for team mentors or Officers of the Club to undertake agreements regarding sponsorship of any kind including but not exclusive to AWP advertising, Website and Social Media, or any other advertising in or around the club house or the clubs other facilities, without the approval of the BSJ Fundraising and Communications Committee.
- Sponsorship and any fundraising event or activity should be consistent with the ethos and values of the GAA, youth sport and BSJ. For example, sponsorship related to tobacco, alcohol, betting or energy drinks would not be appropriate (for juvenile teams or all teams).
- Also, current or potential Club sponsors or companies and organisations that we have a relationship with, should not be approached. Please contact the Fundraising and Communications Committee for an up to date list.
- Teams or Officers of the Club must outline and agree all planned expenditure relating to funds raised with the Juvenile Chairs prior to any commitment. This may include but is not limited to; any purchase regarding team kit or apparel, playing equipment, team building events, social functions, awards etc. This is to ensure that all expenditure is consistent with club policies and that expenditure is reasonable.
- All funds raised on behalf of the Club (and/or team) must be lodged to the relevant team Finance Account.
- Any expenditure needs to be assessed as reasonable and on its own merits.
- Any promotions or offers linked to a team sponsor must be approved by the committee before it can be promoted across our communications platforms.
- Team sponsors, whilst entitled to promotion on social media, are not entitled automatically to be on our list of permanent / long term club sponsors on the BSJ website (presently this list includes AIG, Lisney, Centra, Capital Credit Union, Frank Keane & BOI Payments) This can only be agreed upon with the permission of the communications committee. Please contact the committee for an up to date list.
- Any items of clothing and accessories, such as bags provided to teams or mentors by a sponsor must be approved by the committee before the order can be processed. This is to ensure that all club wear is in keeping with the overall branding of the club.
- Fundraising efforts should generally be focussed on covering the incremental costs of coaching and skill development within the team, for example additional playing equipment, team building and trips to camogie, hurling and football strongholds for the purpose of player and team development.
- 9% of all Fundraising is retained by the club to assist with general club expenditure (this applies to all juvenile teams) and a further 1% will be used to pay any bank charges accruing from operating the account.
- Team funds may be carried over from year to year, any excess funds should be reviewed annually with the Juvenile Chairs to develop appropriate expenditure plans.
- In the event that a team has a significant sponsor, consideration should be given to using some of the funds received from that sponsor for the benefit of other teams / the club *with the consent of that sponsor*.
- Over the course of the year, the Club will run a number of Club-wide fundraising activities, including general social events in the Clubhouse. Mentors are asked to encourage parents and, where appropriate, players, to participate in these events which often have the added benefit of building up engagement between Club members.