



FIT POLICY

Advertising and sponsorship

Background

FIT has a responsibility to undertake advertising for events/activities as part of our commitment and support to the local triathlon and sporting communities, and for the continued engagement and awareness of members. FIT also accepts sponsorship from appropriate and relevant businesses, at the discretion of the committee.

There are three key communication channels used by FIT to promote its activities to members - a weekly email newsletter, the website and facebook. Sponsors and organisations may use these communication channels to advertise events/activities in accordance with this policy.

This policy identifies:

- a consistent approach to ensure that FIT's acceptance of sponsorship, and promotion of events and activities, is fair, open and transparent; and
- ways in which organisations and businesses may contribute to the FIT community.

Policy

All advertising and sponsorship opportunities must provide benefit to FIT and be relevant to the activities and vision of the club - to enable women to enrich their lives through their pursuit of active lifestyles and attainment of personal goals.

Advertising and notification may be undertaken at the discretion of the FIT committee. All sponsorship offers will be presented to the next available FIT committee meeting, and decided by the FIT committee.

Advertising of events and activities

Advertising opportunities are deemed to be those where a group, business or organisation has contacted FIT to request promotion.

FIT will advertise through its regular communications channels the following:

- all Triathlon-ACT events/activities;
- events/activities/seminars/training courses/presentations of other ACT triathlon, running, swimming and cycling clubs, or associated organisations, if requested to do so, and/or if the event is likely to be of interest to FIT members;
- events/activities/seminars/training courses/presentations of NSW-based triathlon, running, swimming and cycling clubs, or associated organisations, if requested to do so, and/or if the event is likely to be of interest to FIT members - particularly those oriented towards women; and
- surveys and studies relevant to the activities of FIT if requested to do so.

FIT will not advertise:

- events/activities outside of the ACT/NSW unless asked to do so by a FIT member who is coordinating a group to participate (see 'Notification' below);
- political messages or campaigning;
- events or activities that may be of interest to, and/or coordinated by, FIT members but not related to the primary activities and purpose of the club;
- fundraising announcements and requests;
- commercially-based triathlon/sporting tours;
- commercial products, including sales marketing; and
- commercially-based competitions.

n.b - commercially-based advertising may occur contrary to the above where financial and/or other sponsorship arrangements are agreed to by the FIT committee in return for the advertising opportunity.

Notification of events and activities

Notification through the regular FIT communication channels is considered where a FIT member is coordinating a group to attend an event/activity.

If requested to do so by a FIT member coordinating a group, FIT will notify its members of:

- events/activities/seminars/training courses/presentations in the ACT or elsewhere, if the event is relevant to the activities and purpose of FIT and is likely to be of interest to FIT members.

FIT will not notify members of:

- events or activities that may be of interest to, and or coordinated by, FIT members but not related to the primary activities and purpose of the club.

Business sponsorship

FIT may accept the following sponsorship opportunities:

- sponsorship arrangements which offer discounts of at least 10% to FIT members;
- provision of sports gear and apparel bearing the sponsor's logo, on a case by case basis, and dependent on the level of financial or other value offered;
- sponsorship arrangements that relate to triathlon and sporting endeavours - this may include bike stores, running stores and medical professions (physiotherapy, massage).

There is no limit to the number of sponsors FIT will accept for any particular type of business. Businesses sponsoring FIT will be advertised on the FIT website.

FIT will not accept the following types of sponsorship:

- presentations or marketing by commercial businesses at any of its regular training sessions; and
- sponsorship arrangements which are unrelated to the purpose and activities of FIT.

FIT will not display sponsor's logo on club outfits unless a specific arrangement is reached and written agreement in place.

FIT may accept sponsorship for single event/s, such as the annual WAG-tri.