

MANLY EAGLES BASEBALL CLUB

Sponsorship Policy

Governance and partnership standards • 2026 draft for Board approval

Our commitment

MEBC welcomes appropriate community and commercial partners whose conduct, products and services are compatible with the Club's purpose, values and responsibilities. Sponsorship will be transparent, properly approved and documented, deliver fair value, protect our independence and reputation, and never compromise participant welfare or child safety.

Policy owner	MEBC Board
Responsible officers	President, Treasurer and Board-appointed Sponsorship Officer
Applies to	Board and committee members, employees, contractors, coaches, managers, volunteers and any person negotiating or delivering sponsorship for MEBC
Approval date	14/08/26
Next review	Two years after approval, or earlier if law, governing-body requirements or Club operations change
Related documents	MEBC Constitution; Board Member Code of Conduct; Child Safeguarding and Member Protection policies; Privacy Policy; Social Media Policy; Brand/Style Guide; financial delegations

Authority note: Only the MEBC Board may approve a sponsorship. Negotiators must not promise benefits, exclusivity, access, naming rights or expenditure before approval and execution of a written agreement.

1. Purpose

This policy establishes how MEBC identifies, assesses, approves, manages and ends sponsorship arrangements. It is intended to protect the Club, its members and partners while supporting sustainable revenue, in-kind assistance, facilities, programs and events.

2. Scope

This policy applies to cash and in-kind sponsorships, partnerships, contra arrangements, naming rights, uniform and signage placements, digital promotions, event support, prizes and product supply where a business or organisation receives recognition or another commercial benefit from MEBC.

It does not ordinarily apply to an unconditional donation that receives only a simple acknowledgement, government or philanthropic grants governed by separate terms, or routine purchases by MEBC. If a donor requests promotion, access, exclusivity or another benefit, the arrangement is sponsorship and this policy applies.

3. Principles

- Club first: sponsorship must support MEBC's purpose and must not control selection, coaching, governance, discipline, safety, complaints or other independent decisions.
- Appropriate association: the sponsor, its beneficial owners where relevant, products, conduct and proposed activation must be compatible with MEBC's values and community responsibilities.
- Child safe and inclusive: sponsorship must not expose children to inappropriate marketing, contact, data collection or unsafe activity, and must not discriminate or undermine inclusion.
- Fair value and accountability: cash, goods, services and Club benefits must be reasonably valued, recorded and delivered for the stated purpose.
- Transparency: conflicts, commissions, personal benefits and material risks must be disclosed; decisions and agreements must be recorded.
- Legal and ethical compliance: law, the MEBC Constitution, Baseball NSW/MWDBA requirements, venue conditions and applicable advertising codes prevail.

Acknowledgement is not endorsement

Displaying a sponsor's name or logo recognises contractual support. It does not mean MEBC guarantees, recommends or accepts responsibility for the sponsor's products, services or claims.

4. Roles and authority

4.1 Board

- approve, reject, condition, vary or end sponsorships;
- approve any category exclusivity, naming rights, junior-facing activation or arrangement creating material reputational, financial or operational risk;
- ensure conflicts are managed and the decision is minuted; and
- nominate authorised signatories in accordance with the Constitution and delegations.

4.2 President

- oversee sponsorship strategy and negotiations;
- ensure proposals are submitted to the Board with sufficient due diligence;
- manage urgent issues and proposed suspensions between meetings, subject to Board ratification; and
- act as the final Club contact unless another officer is delegated.

4.3 Sponsorship Officer

- seek and receive proposals within Board-approved parameters;
- maintain the prospect, benefits, agreement and renewal registers;
- coordinate sponsor artwork, activations, reporting and relationship management; and
- promptly report conflicts, complaints, non-performance or reputational concerns.

4.4 Treasurer

- confirm invoicing, payment, GST and accounting treatment;
- record cash and in-kind value and monitor restricted-purpose funds;
- reconcile benefits with approved agreements; and
- report arrears, credits, refunds or financial concerns to the Board.

4.5 Other Club representatives

No coach, team manager, player, parent, volunteer or individual Board member may obtain or commit sponsorship in MEBC's name without authority. All approaches must be referred to the President or Sponsorship Officer. Team-specific support must still be approved and documented by MEBC.

5. Sponsorship suitability

Suitability is assessed on the whole relationship, not merely whether the sponsor operates legally. MEBC will consider reputation, ownership, regulatory history, financial capacity, audience, proposed messages, participant exposure, conflicts, environmental and community impact, and the practical ability of both parties to perform.

6. Prohibited and restricted sponsorship

Category	Examples / considerations	MEBC response
Prohibited	Tobacco, vaping and e-cigarette products or businesses whose arrangement would directly or indirectly promote them; illegal products or services; pornography or adult entertainment; weapons primarily intended to harm people; gambling, wagering, betting or tip-selling services; organisations advocating hatred, violence or unlawful discrimination.	Do not approach, negotiate or accept. Refer uncertainty to the President and Board.
Normally unsuitable	Political parties, candidates or campaign bodies; online dating services; high-cost or predatory lending; businesses with serious unresolved integrity, safety, labour, environmental or regulatory concerns.	Reject unless the Board records exceptional reasons and is satisfied risks can be controlled. Political neutrality must be preserved.
Restricted / higher scrutiny	Alcohol producers, retailers, hotels and licensed venues; health, supplement, weight-loss or therapeutic products; financial products; fast food or high-sugar products; faith-based organisations; businesses seeking access to juniors, member data, category exclusivity or naming rights.	Board approval with written, audience-appropriate conditions. Obtain specialist advice where claims, licences or regulation require it.
Generally suitable	Local businesses, professional services, community organisations and suppliers with a good reputation and an appropriate proposal.	Complete standard due diligence and Board approval.

Tobacco and vaping: Australian law prohibits tobacco and e-cigarette sponsorship and broad forms of direct or indirect promotion. MEBC will not structure an arrangement to avoid those restrictions.

6.1 Alcohol-related partners

A hotel, licensed venue, alcohol retailer or producer may be considered where the broader business relationship is appropriate and all promotion is responsible. The agreement and activation must:

- comply with liquor law, venue conditions and applicable advertising codes;
- not target minors, depict minors consuming alcohol, encourage rapid or excessive consumption, or suggest alcohol improves sporting performance or social success;
- avoid alcohol product sampling, giveaways or sales to minors and maintain age controls for adult-only promotions;
- use age-appropriate placement and messaging on junior-specific uniforms, channels and events; and
- permit MEBC to remove or relocate branding where child-safety, regulatory or community concerns arise.

6.2 Political and faith-based organisations

MEBC is non-partisan. It will not provide a platform for party-political campaigning, candidate endorsement, proselytising or pressure on members. A government representative, local business owned by a political participant, or community service delivered by a faith-based organisation may be considered only where recognition is factual and no political or religious endorsement is implied.

7. Due diligence and conflicts

7.1 Minimum checks

- confirm the sponsor's legal name, ABN/ACN where applicable, principal contact and authority to contract;
- review its website, public profile, products, material adverse media and relevant regulatory or insolvency information proportionate to the arrangement;
- identify beneficial ownership or related entities where this is relevant to suitability;
- confirm proposed value, payment capacity, insurance or licences where relevant, and ownership/permission for supplied logos or content;
- identify competing commitments, governing-body restrictions, venue rights and existing category exclusivity; and
- record the assessment, risks, proposed controls and recommendation.

7.2 Conflicts of interest and personal benefit

- A person with a personal, family, employment, ownership, commission or other interest in a prospective sponsor must disclose it before participating in the matter.
- The Board will determine whether the person may receive papers, join discussion or vote, and will minute the declaration and management action.
- No Club representative may receive a secret commission, referral fee, gift, discount, hospitality or other personal benefit connected with MEBC sponsorship.
- Modest hospitality or promotional items may be accepted only where permitted by the Board Member Code of Conduct and gifts arrangements. Material benefits must be declared.
- Any authorised commission or expense must be approved in writing, transparently recorded and paid by MEBC rather than deducted or retained informally.

No side deals

A sponsor must not pay or provide private benefits to a player, coach, official or volunteer in return for MEBC rights unless the Board has expressly approved and documented the separate arrangement.

8. Proposal and approval process

1. Record the prospect and appoint an authorised negotiator.
2. Clarify the sponsor's objectives and prepare a benefits proposal within approved inventory and pricing guidance.
3. Complete proportionate due diligence, conflict declarations and a valuation of cash, in-kind support and MEBC benefits.
4. Check conflicts with existing sponsors, Baseball NSW/MWDBA, venue owners, uniform suppliers, broadcasters and other rights holders.
5. Submit a written recommendation to the Board, including term, value, benefits, risks, controls and proposed signatories.
6. Record the Board decision and conditions in the minutes.
7. Execute the written agreement before publishing, invoicing activation benefits or allowing logo use, unless the Board records a limited exception.
8. Enter the agreement, deliverables, contacts, renewal date and evidence requirements in the sponsorship register.

9. Written agreement requirements

Every sponsorship must be documented at a level proportionate to its value and risk. At minimum, the agreement or approved letter must state:

Parties and authority	Correct legal names, addresses, contacts and authorised signatories.
Term	Start/end dates, renewal process, any holdover and review points.
Value and payment	Cash instalments, due dates, GST/tax treatment, invoicing, in-kind items and agreed fair value.
MEBC benefits	Exact signage, uniform, event, hospitality, ticketing, announcements, digital content or other rights; quantities, sizes, locations and timing.
Sponsor obligations	Artwork, approvals, safe/legal products and activation, insurance, personnel conduct and delivery deadlines.
Exclusivity	Precisely defined category, territory, channel and exceptions; no implied exclusivity.
Intellectual property	Limited, revocable permission for approved logo use; brand guidelines; prior written approval; ownership of created content.
Children, privacy and data	No direct contact, marketing, photography, collection or use of member information without separate MEBC approval, lawful authority and required consent.
Conduct and compliance	Law, codes, Club policies, venue and governing-body rules; no misleading claims or unauthorised endorsements.
Change, suspension and termination	Correction periods where appropriate, immediate suspension for safety/serious reputation risk, termination rights and treatment of paid amounts/materials.
Other protections	Confidentiality, announcements, liability/indemnity where appropriate, dispute process, governing law, notices and entire agreement.

10. Valuation and financial management

- Cash must be invoiced to and received by MEBC through approved accounts; individuals must not collect sponsorship privately.
- In-kind goods and services must be useful, safe, of acceptable quality and valued reasonably at the amount MEBC would otherwise pay, not an inflated retail claim.
- Free products are accepted on merit and need, not merely because they are offered. Ownership, storage, maintenance, expiry, insurance and disposal costs must be considered.
- Restricted sponsorship funds must be used for the agreed purpose. Any proposed reallocation requires sponsor consent where the agreement requires it and Board approval.
- Benefits, credits, refunds and unfulfilled obligations must be recorded. The Treasurer will report material arrears or variances to the Board.

11. Branding, communications and activation

- Only final, Board-approved or delegated artwork may be published. Both parties must follow the approved logo files, colours, clear space, wording and placement.
- A sponsor may use MEBC names, logos, uniforms, imagery or claims only for the purpose, channel, territory and term stated in the agreement.
- MEBC retains editorial control of its website, social media, announcements, events and member communications. Paid or sponsored content must be identifiable where required.
- The sponsor must not imply that MEBC endorses a product, professional advice, political view or claim unless the Board has expressly approved the exact wording and it is lawful.
- Naming rights require specific Board approval and any consent required from MWDBA, Northern Beaches Council, Baseball NSW or another rights holder. No negotiator may assume the Club controls venue or competition naming.
- Competitions, samples, discounts, prizes and hospitality must be safe, lawful, age appropriate and governed by clear conditions. MEBC may reject unsuitable products even if contract value is offered.

12. Children, images, privacy and access

- Sponsorship does not give a sponsor unsupervised access to children, teams, changerooms, dugouts, personal contact details or private Club channels.
- Sponsor personnel undertaking child-related work must satisfy MEBC safeguarding requirements, including Working with Children Check requirements where the role requires one.
- MEBC will not sell or provide its membership database. Any communication to members will ordinarily be sent by MEBC, with an appropriate opt-out where required.
- Names, images, video, testimonials and health or performance information may only be used with MEBC approval and the consent/lawful authority required under Club policy, particularly for children.
- A child or family must not be disadvantaged for declining a sponsor photograph, testimonial, product or promotional activity.
- Sponsor activations at junior events must be supervised, suitable for the audience and limited to the approved purpose.

Safeguarding control

Commercial value never overrides consent, privacy or child-safety requirements. If an activation creates pressure on a child or gives a sponsor inappropriate access, stop it and notify the President or Member Protection contact.

13. Delivery and relationship management

- Nominate a Club relationship owner and maintain regular, professional communication.
- Use a deliverables schedule and keep reasonable evidence such as approved artwork, photographs of signage, links, attendance figures and copies of reports.
- Seek approval before substituting a material benefit. Do not over-promise impressions, attendance, performance, media coverage or player availability.
- Escalate missed payments, delayed artwork, complaints, unsafe conduct or likely non-delivery early and document the agreed remedy.
- Review performance and suitability before renewal; renewal is never automatic unless the agreement expressly provides otherwise.

14. Breach, suspension and termination

MEBC may suspend a benefit or activation immediately where reasonably necessary to protect a person, comply with law or governing-body/venue directions, prevent unauthorised brand use, or manage a serious reputational or integrity concern. The President should notify the sponsor and Board as soon as practicable.

The Board may require correction, vary benefits by agreement, terminate or decline renewal for non-payment, material breach, illegality, insolvency, misleading conduct, unauthorised use, unsafe behaviour, serious reputational harm, conflict with Club values or another ground in the agreement. Procedural fairness and contractual notice/cure requirements should be followed where appropriate.

On expiry or termination, both parties must cease unauthorised logo use and remove or return materials as agreed. The Treasurer will determine any refund, credit or outstanding amount under the agreement. MEBC will communicate publicly only through an authorised spokesperson.

15. Complaints and concerns

- Concerns should be reported to the President or Sponsorship Officer. Child-safety concerns must also follow the Member Protection/Child Safeguarding process; emergencies or suspected crimes should be referred to 000 or Police as appropriate.
- MEBC will assess the concern fairly, preserve confidentiality as far as practicable, give an affected party a reasonable opportunity to respond where appropriate, and manage conflicts.
- Retaliation against a person who raises a genuine concern is not permitted. The Board will record the decision and required action.

16. Records and review

The Sponsorship Officer and Treasurer will maintain controlled records including proposals, checks, declarations, Board approvals, executed agreements, invoices, in-kind valuations, artwork approvals, deliverables, complaints, variations, expiry and renewal dates. Access is limited according to role and privacy obligations.

The Board will review the sponsorship portfolio at least annually for delivery, concentration, conflicts, category balance, arrears, reputational concerns and upcoming renewals.

17. Definitions

Activation	An event, promotion, competition, sampling activity, content item or other use of sponsorship rights.
In-kind sponsorship	Goods or services provided instead of, or in addition to, cash in exchange for recognition or another benefit.
Sponsor	A person or organisation that provides cash, goods or services in exchange for agreed recognition, access or commercial benefit.
Sponsorship Officer	The person appointed by the Board to coordinate MEBC sponsorship activity.
Sponsorship inventory	The benefits MEBC is authorised and practically able to offer, including any restrictions or existing commitments.

Appendix A — Sponsorship approval checklist

Done	Check	Evidence / requirement
☐	Authority	Prospect logged; authorised negotiator appointed; no premature commitment made.
☐	Identity	Legal name, ABN/ACN, address, contact and authority confirmed.
☐	Suitability	Products, reputation, ownership and public/regulatory concerns checked.
☐	Prohibited/restricted category	Category assessed; additional safeguards or advice documented.
☐	Conflicts	Personal interests, commissions and competing Club/sponsor rights declared and managed.
☐	Rights ownership	MEBC can actually grant the proposed signage, naming, media, uniform, venue and event rights.
☐	Value	Cash, in-kind value and Club delivery cost reasonably calculated.
☐	Children/privacy	Junior contact, imagery, data and audience risks addressed; required consent process set.
☐	Activation	Samples, prizes, claims, staff, insurance, licences and supervision are appropriate.
☐	Agreement	Term, deliverables, payment, IP, approvals, compliance, suspension and termination documented.
☐	Approval	Board paper submitted; decision, conditions, conflicts and signatories minuted.
☐	Administration	Agreement signed; invoice raised; register, reminders and relationship owner updated.

Appendix B — Minimum sponsorship register fields

- sponsor legal and trading names, ABN/ACN and primary contacts;
- category, term, value, GST treatment and payment status;
- in-kind description, agreed value and responsible custodian;
- MEBC benefits, delivery owner, due dates and evidence links;
- exclusivity, naming, IP, junior/privacy and activation restrictions;
- Board approval/minute reference, signatories and agreement location; and
- complaints, variations, renewal decision, expiry and removal obligations.

Approval and amendment history

Version	Approval date	Effective date	Summary
1.0	14/08/26	14/08/26	Comprehensive replacement of the former MEBC Sponsorship Policy.

Pre-adoption confirmation checklist

- Confirm the Constitution and delegations for Board approval and agreement execution.
- Confirm current Baseball NSW, MWDBA, venue, uniform and competition sponsor restrictions.
- Approve the sponsorship inventory, standard packages and authority to discount or substitute benefits.
- Approve the alcohol-related sponsorship safeguards, including treatment of junior-specific uniforms, channels and events.
- Confirm the conflict/gifts register, sponsorship register, artwork-approval process and contract template.
- Confirm who gives brand approval and where controlled logo files and the MEBC Style Guide are stored.
- Obtain legal, tax, insurance or regulatory advice for material, unusual, naming-rights or higher-risk arrangements.

Governance note

This policy is an operational framework, not a substitute for reviewing each agreement. Legal, tax, advertising, liquor, privacy, child-safety and governing-body requirements may differ according to the sponsor and activation.

Updated from the attached MEBC Sponsorship Policy with reference to Australian tobacco and vaping sponsorship prohibitions, responsible alcohol marketing principles, NSW child-safe sport expectations and contemporary not-for-profit sponsorship governance.