

## **Sponsorship Guidelines**

### **1 GENERAL**

**1.1** Sponsorship is the commercial support (either financial or non-financial given by an organisation in return for endorsement of a product/service or the provision of access by LAA to a target market.

**1.2** LAA is an Association whose affiliated Associations (and their membership) are significant users of a wide range of products and services, and as such (potentially) represent a prime target market for sponsors.

**1.3** LAA supports in principle the involvement of sponsors whose products and/or services are considered suitable and appropriate for the members of Little Athletics.

### **2 OBJECTIVES**

**2.1** The objectives of sponsorship are:

- (a)** The provision of a benefit to the membership of LAA, i.e. the affiliated Associations and through them the Little Athletics community.
- (b)** The provision of an appropriate vehicle for the sponsor to gain LAA endorsement or access to membership of LAA, i.e. the affiliated Associations and through them the Little Athletics community, and
- (c)** LAA, the affiliated Associations and the Little Athletics community gains either a commercial benefit or an increased profile through the sponsorship agreements.

### **3 RESPONSIBILITY**

**3.1** The LAA CEO will:

- (a)** Receive, consider and make recommendations in relation to the marketing and sponsorship of Little Athletics at a national level.
- (b)** Provide advice and support to affiliated Associations on sponsorship and marketing matters, and
- (c)** Monitor existing sponsorship arrangements and report regularly on the progress of such sponsorships.

**3.2** National activities controlled and administered by the LAA:

- LAA Conference(s);
- ATC & Multi-Event Championship;
- National Identity Products, e.g. Uniform Patch;
- National U15 Camp
- Achievement Books;
- Recording Slips;
- National Officials Program; and
- Other National Programs controlled, administered and funded by the LAA.