



Sponsorship & Commercial Partnerships Policy

The Bognor Regis Baseball Club CIC

1. Purpose

This policy sets out how **The Bognor Regis Baseball Club CIC** (“the Club”) manages sponsorships and commercial partnerships in a transparent, ethical, and professional manner.

It ensures that all sponsorship arrangements:

- Support the Club’s values and objectives
- Protect the Club’s reputation
- Comply with legal and safeguarding requirements

2. Scope

This policy applies to:

- All sponsorships and commercial partnerships
- Committee members and officers negotiating agreements
- Sponsors, donors, and commercial partners

3. Principles

The Club will ensure that all sponsorship arrangements are:

- Ethical and appropriate
- Transparent and documented
- Fair and non-discriminatory
- In the best interests of the Club and its members

4. Acceptable Sponsorship

The Club may accept sponsorship from organisations whose activities align with the Club’s values, including:

- Local businesses
- Sports and leisure organisations
- Community-focused enterprises
- Reputable national or international companies



Sponsorship may include:

- Financial contributions
- Equipment or kit provision
- Facility or service support
- Event sponsorship

5. Unacceptable Sponsorship

The Club will **not** accept sponsorship from organisations involved in:

- Illegal activities
- Gambling aimed at children or young people
- Tobacco products
- Pornography or adult services
- Hate, discrimination, or extremist activities
- Any activity that conflicts with safeguarding responsibilities

The Club reserves the right to refuse or terminate sponsorship that may damage its reputation.

6. Safeguarding Considerations

Where the Club has junior members:

- Sponsorship must comply with safeguarding and child protection standards
- Sponsors must not directly engage with junior members without supervision
- Advertising must be age-appropriate
- Alcohol-related sponsorship will not target junior teams or kit

7. Equality & Inclusion

All sponsorship arrangements must comply with the Club's:

- Equality, Diversity & Inclusion Policy
- Anti-discrimination principles

The Club will not enter into partnerships that conflict with these values.

8. Approval Process

- All sponsorship agreements must be approved by the Club Committee
- Significant or long-term sponsorships require formal committee approval



- The Treasurer must be involved where financial contributions are made

No individual member may enter into a binding agreement on behalf of the Club without authorisation.

9. Written Agreements

All sponsorships should be documented in writing and include:

- Duration of the agreement
- Financial or material support provided
- Sponsor benefits (e.g. branding, advertising)
- Use of Club name, logo, and images
- Termination clauses
- Compliance with Club policies

10. Branding & Use of Club Identity

- Sponsors may only use the Club's name, logo, or imagery with written permission
- The Club retains ownership of all branding and intellectual property
- Branding placement (kit, website, signage) must be approved by the Committee

11. Financial Management

- All sponsorship income must be paid into the Club's official bank account
- Funds must be recorded and managed in accordance with the Financial Management Policy
- Sponsorship funds must be used solely for Club purposes

12. Conflicts of Interest

- Committee members must declare any personal or financial interest in a sponsorship arrangement
- Individuals with a conflict of interest must not participate in related decision-making

13. Termination of Sponsorship

The Club reserves the right to terminate a sponsorship agreement if:

- The sponsor breaches the terms of the agreement
- The sponsor's actions damage the Club's reputation
- There is a breach of safeguarding, equality, or legal obligations

Termination will be managed fairly and in accordance with the agreement.



14. Review of Sponsorships

- Sponsorship arrangements will be reviewed regularly
- Long-term partnerships should be reviewed annually
- Feedback from members may be considered

15. Policy Review

This policy will be reviewed:

- Annually, or
- When legislation, safeguarding guidance, or Club operations change

16. Contact

For questions relating to sponsorship or commercial partnerships, contact:
Daniel Ling-Sponsor Relations Volunteer

info@thebognorbaseballclub.org.uk