

SUBURBS PIAKO HOCKEY CLUB

HAMILTON, NEW ZEALAND

Sponsorship Policy Details & Application Form

Aim

Suburbs Piako Hockey Club (SPHC) is a Hamilton-based hockey club and fields teams in the Waikato Hockey Association Senior Men's and Women's divisions. This policy covers sponsorship arrangements for companies and groups that wish to support or enrich the experience of the SPHC club members either directly - such as through sports equipment providers, physiotherapy services, or indirectly - such as restaurants, bars etc.

Sponsorship can also be considered from a financial perspective (i.e., discounts, funds to pay for fees etc) or non-financial (i.e., donating equipment or services).

Sponsorship must be clearly defined with expectations and benefits from both parties. Any conflicts or declarations need to be made as part of any sponsorship applications.



Our Vision

Suburbs Piako Hockey Club aims to be the club of choice in Hamilton, providing social and competitive hockey opportunities for all, in a friendly, safe and inclusive environment that enhances the health and wellbeing of our members

SPONSORSHIP POLICY





Sponsorship Obligations

- Sponsorship should be mutually beneficial on both parties. If it doesn't then the financial support / services offered should be considered as a donation
- Sponsorship is only viewed on a club or team level. There is no individual sponsorship within SPHC
- Sponsorship should be viewed as any act that either reduces financial pressure on SPHC or one of its teams or provides services that enriches the enjoyment or participation of SPHC members in their participation in hockey or social aspects relating to hockey outside of the game
- Sponsorship should support the strategic focus identified in the strategic plan for SPHC. Sponsorship should not be considered from organisations that do not align with the values expressed within the vision of SPHC. i.e., drug and alcohol, media or services that does not support inclusive, safe and friendly environments, Te Tiriti obligations or tikanga Māori practices. Additional considerations need to be given to ensure that sponsorship from organisations support hockey participation by not discriminating between different cultural, religious, sexual orientation, genders, or ages or that any aspect of their business activity may compromise SPHC in any negative manner
- All requests for sponsorship need to be reviewed and require majority vote of approval from the SPHC committee
- SPHC reserves the right to terminate any sponsorship arrangements should any of these obligations change or if the sponsor should fall into or cause SPHC to fall into disrepute or create a situation where either party is likely to do so. Cancellation of sponsorship will require a majority approval vote from the SPHC committee
- Any SPHC committee member with a conflict of interest with respect to a prospective or ongoing sponsorship arrangement is not permitted to vote on either accepting or cancelling the sponsorship whether it is financial, or service orientated

Our Vision - Our Strategic Plan

Suburbs Piako Hockey Club's strategic plan, completed in 2022 outlines the direction that the club's committee will follow up until 2025. [Click here to view the strategic plan.](#)

LINK HERE!

SPONSORSHIP POLICY Definitions



Terms & Definitions

Conflict of Interest	Definitions of conflict of interest can include but are not limited to situations where a SPHC member (of any membership category) is also; an owner, part owner or employee of the sponsoring organisation; is related to someone who falls under these classifications; is a shareholder in such organisation; has been declared bankrupt within the last 3 years or has a criminal conviction. Any conflict of interest must be declared and a mitigation plan established if one can. The impact of the conflict needs to be considered as part of the application.
Donations	Services or financial support provided to the club at a discounted rate without obligation for promotion within the club. Donations do not have to follow the application process below, however any conflicts of interest must still be declared. Sponsorship obligations relating to disrepute and SPHC value alignment still apply.
Sponsorship	Either services or financial support provided to the club at a discounted rate in exchange for promotion by the club
Te Tiriti	Treaty of Waitangi



Sponsorship Options & Costs

SPHC offers three levels of Sponsorship



SPONSORSHIP POLICY Sponsorship Costs



Investment	Cost per year, per team*	Club newsletter, men's / women's captains' reports, all communication to members, Facebook	Uniforms embroidered shorts / skorts (either logo or name).	Jacket Hoodie**	Uniforms – embroidered tops (either logo & name above or below player number). Facebook game photo posts for that team	Team naming rights*
Gold	\$500	✓				
Platinum ⁺	\$1500*	✓	✓			
Diamond ⁺	\$3000*	✓	✓	✓	✓	✓

Notes

*Sponsorship is over a 3-year period and can be renewed in the last year of sponsorship by both parties

⁺Sponsorship naming rights and uniform embroidering is on a team-by-team basis

** As hoodies and jackets are purchased by members, logos can only be achieved on members who own these items.

Sponsorship Policy Details

1. No application for sponsorship should be taken lightly. The impact to the SPHC club and its teams / members needs to be considered on a case-by-case basis. SPHC may need to seek to balance sponsorship or seek sponsorship in a way that is more balanced to the Club and its members and their interests.
2. Sponsorship can either be submitted by SPHC members, the SPHC committee or from the sponsor.
3. All applications for sponsorship need to complete an application (example attached in Appendix A). Applications are presented and reviewed at the next available SPHC committee meeting (held monthly).
4. To simplify the process of sponsorship, SPHC recommend following a gold, platinum, diamond format with different tiers and costs.
5. For Platinum and Diamond sponsorship, the sponsorship cycle is 3 years as that is the expected lifespan of each set of uniforms.
6. Diamond and Platinum sponsorship is per-team based.
7. Where Diamond or Platinum sponsorship is provided by a player for their team, that player will receive a 10% discount on their fees for that year.
8. SPHC committee should look at the sponsor applications and if appropriate look to align it with an appropriate team where that demographic would likely benefit from most.
9. All applications for sponsorship and donations are able to be viewed by application to the SPHC committee.



SPONSORSHIP POLICY Details





SUBURBS PIAKO HOCKEY CLUB

Sponsorship Application 2023

Name of Sponsor: _____

Company Sponsoring: _____

Company business activities:

Sponsor has read SPHC sponsorship policy and confirms application conforms with Sponsorship Obligations: *Tick as appropriate* Yes ☐ No ☐

Sponsor has a conflict of interest: *Tick as appropriate* Yes ☐ No ☐

If Yes, please detail what this is

Sponsorship applied for: *Tick as appropriate* Gold ☐ Diamond ☐ Platinum ☐

Season sponsorship to commence: _____

Please note: sponsorship applications received after 1 Feb may incur a delay in clothing embroidering to be completed before the start of the season.

Sponsor comments *i.e., nature of sponsorship, reasons for sponsoring etc, requests on SPHC as a result*

SPHC Committee use only below this line

Is there a conflict of interest to be documented by a current committee member: *Tick as appropriate* Yes ☐ No ☐

If yes, please detail what this is:

Sponsorship approved Yes ☐ No ☐

SPHC Committee Chair signature: _____