**SPONSORSHIP GUIDELINES**

This document outlines a range of sponsorship and support opportunities available to businesses and individuals. The club has a history of sponsorship and we are looking to expand on this to provide additional benefits to members and assist with some of the recurring costs of running safe and enjoyable events.

These costs are increasing, particularly when we include Come and Try events and traffic management. In addition, we have periodic replacement and upgrade costs.

**EXPRESSIONS OF INTEREST**

DTC published a calendar of events, which will form the basis of sponsorship opportunities.

Sponsors have the opportunity to support a local sporting club that promotes a healthy, active lifestyle, and will have potential exposure with our club membership at race events as well as a presence on our web page, social media and in our weekly E-News.

Detailed below are the areas and events where sponsorship opportunities exist and individuals, members, and external businesses are invited to register their interest and outline how they want to be involved.

**THE FORM OF SPONSORSHIP**

Sponsorship may come in the form of monetary contribution, goods, give-aways, or services. It may also include provision of volunteers at races to assist with the safe and efficient running of events.

The key requirement is that the sponsorship is to benefit the entire club membership.

**Event Naming Rights / Partnering**

The key area of sponsorship relates to our race calendar, which comprises a series of events. Naming rights and partnering opportunities are available for the following events. Current details for events, dates, venues, and distances are published on the DTC webpage.

Examples include, but please refer to the DTC calendar of events for complete listing of opportunities.

Super Sprint & Sprint Series\*, Aquathon Series, Christmas Splash & Dash\*, Off-Road Tri Series, Duathlon Series, Olympic Distance Event\*, Club Championships, Tri Fest inc multiple disciplines\*

\*These events typically have additional costs, which may including traffic management, and attract a larger field of competitors.

**Other Sponsorship Opportunities**

The committee is open to other areas of sponsorship and will consider expressions of interest for sponsorship other than event based as outlined above.

**SPONSORSHIP LEVELS**

Sponsorship does not have to take the form of a financial investment to DTC but rather sponsorship “in kind” that benefits participants and club members.

For those wishing to sponsor those events or a series with an \*, the cost (in kind / services / monetary) would be $1000.

For all other events, the cost (in kind / services / monetary) will be $200 per event.

Where sponsors are interested in sponsoring an entire series and/ or multiple events, the committee would be happy to discuss a sponsorship level that meets the needs of both parties.

**WHAT IS IN IT FOR THE SPONSOR**

For their sponsorship, they will receive:

* Naming rights for the sponsored event that will appear on the calendar and event listing.
* Exposure in DTC’s E-News, Social Media & Website.
* Announcements at the event, following the event and in the Results pages.
* Option to have banners at event (subject to Permit Conditions) and short speaking exposure at event prior to Race Briefing.

**SUBMISSIONS**

Interested parties are invited to submit Expressions of Interest in response to this guideline document for sponsorship / partnering. Your submission should cover:

* Name of business or individual
* Key contact person and details
* Nature of business (outline what the product / service the business is associated with)
* Proposed events / series or other sponsorship opportunity identified above
* Nature of sponsorship – monetary / in kind / services
* Additional support – volunteers or other

Submissions are to be emailed directly to the Darwin Triathlon Club:

darwintriclub@gmail.com

We are aware that individuals and organisations may wish to propose alternative sponsorship arrangements and levels. The committee will endeavour to assess all submissions.

**Version History**

| **Date** | **Version** | **Description of changes** |
| --- | --- | --- |
| 2016/2017 | 1.0 | Initial Document |
| May 2018 | 2.0 | 2017/2018 DTC Committee Revised the policy. |