

# SPONSORSHIPS & PARTNERSHIPS POLICY

Bushwalking WA will enter into sponsorship or partnership arrangements with organisations which share our vision of “Better bushwalking for Western Australia” and the following aspirations:

- More Western Australians will participate in hiking/bushwalking as a healthy, environmentally responsible and safe activity;
- Bushwalking organisations will responsibly support the growth in bushwalking activity;
- WA will be increasingly recognised for its range of attractive bushwalking opportunities and quality hiking trails.
- Health and well-being benefits to the general Western Australian community.

Sponsors/Partners may include large and small businesses, other organisations and individuals; and also Member Clubs and other members, separately from their membership of BWA.

**Alignment of interests** - BWA will not enter into sponsorship/partnership arrangements with any organisation, company or individual whose nature or operations the Board considers represents known or potential conflicts of interest or other risk of misalignment with the aims and interests of BWA and bushwalking generally.

BWA will not amend its policies or constitution in order to gain sponsorships or partnerships.

BWA reserves the right to terminate any agreement if the sponsoring/partnering organisation carries out actions or endorses positions inconsistent with BWA policies or values.

BWA will not endorse specific products or services, but may allow sponsor advertising about products and services that it believes may be of value or interest to bushwalkers, or that may assist in advancing BWA objectives.

BWA Board members will not accept any benefit offered by a sponsoring or partnership organisation that is not available to all club members.

**Sponsorship agreement** - BWA will enter into an agreement with each sponsor/partner via the attached **Sponsors Offer (& Acceptance) Form** which will specify the amount of an annual contribution, nature of recognition of sponsor on website page/s (normally to be a logo plus link to website and/or Facebook site). The sponsor will be invoiced by BWA for the annual contribution amount as per the agreement, at commencement and on each annual anniversary date. The agreement may be terminated by either party at the annual anniversary date.

**Annual sponsoring contribution** - BWA recognises all our sponsors equally. In the case of business sponsors the minimum annual contribution required reflects the particular sponsor’s capacity to contribute, based on turnover:

Business size e.g.	Turnover (\$) (net annual sales)	Annual Contribution (*)
Sole trader/Small business  ↓  Large corporate	0 - 500k	<b>\$200 - 500</b>
	500k – 5 mill	<b>\$500 - 1000</b>
	5 mill – 15 mill	<b>\$1000 - 1500</b>
	15 million upward	<b>\$1500 upward</b>

(\*) BWA Board may adjust the annual contribution amounts at times determined by the Board, but not more often than at annual anniversary date of the sponsorship agreement.

In the case of non-business organisations the minimum annual contribution will be \$200.

**Register of sponsors:** BWA will maintain a register of sponsors.

**Confidentiality** - BWA will not disclose personal information related to members to any third party organisation other than where legally required to do so. Sponsorship agreements will be confidential to BWA Board and the other party.

**Potential sponsor/partner benefits to be highlighted:**

- Recognition with display of organisation’s logo on BWA website and/or elsewhere (on newsletter footers/promotional flyers/posters);
- Be associated with a popular, healthy recreational activity in WA;
- Demonstrate sympathy for protecting the environment in a practical way;
- Opportunities for sponsor’s staff involvement in volunteering;
- Increased business profile within the community;
- Increase marketing reach to a wide audience of bushwalkers in WA.

**1 Attachment >**

## SPONSORS OFFER (& ACCEPTANCE) FORM

### Sponsorship / Partnership process

**Background** - Please ensure you have read BWA's [Sponsorships and Partnerships Policy](#) (copy attached) before completing the form below. If your business/organization seeks more information before submitting the form, please email the President ([president@bushwalkingwa.org.au](mailto:president@bushwalkingwa.org.au)).

**Sponsorship Offer** - After completing the form below, please email these 2 pages (as an edited word doc or scanned pdf copy) together with your Company's corporate logo (as image file at suitable resolution for website display) to the following:

Attn Secretary, Bushwalking WA [secretary@bushwalkingwa.org.au](mailto:secretary@bushwalkingwa.org.au)

cc President, Bushwalking WA [president@bushwalkingwa.org.au](mailto:president@bushwalkingwa.org.au)

Upon receipt, your sponsorship offer will be considered at BWA's next Board meeting or earlier.

**Sponsorship Acceptance** - If BWA Board accepts the sponsorship offer by signing the offer form, your organisation's name will then be entered into BWA's sponsorship register. BWA will then return a copy of the accepted offer to you to confirm agreement, along with an invoice for the first year's contribution effective from the date of the registration; Thereafter the sponsor will be invoiced annually on the registration anniversary date. The agreement may be terminated by either party at the annual anniversary date.

**Minimum annual contribution** - As per the Policy, BWA recognises all our sponsors equally. In the case of business sponsors the minimum annual cash contribution required reflects the sponsor's capacity to contribute, based on business turnover as per the following table:

Business size e.g.	Turnover (\$) (net annual sales)	Annual Contribution (*)
Sole trader/Small business	0 - 500k	\$200 - 500
↓	500k – 5 mill	\$500 - 1000
	5 mill – 15 mill	\$1000 - 1500
Large corporate	15 million upward	\$1500 upward

(\*) BWA Board may adjust the annual contribution amounts at times determined by the Board, but not more often than at annual anniversary date of the sponsorship agreement.

In the case of non-business organisations the minimum annual contribution is \$200.

**Logo display (with link)** – Upon confirmation by BWA of the agreement, BWA will upload and display the Sponsor's logo (with hyperlink to website address) in a prominent position on the BWA website and maintain it there for the life of this agreement.

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### SPONSOR / PARTNER OFFER

SPONSOR COMPANY/ORG. NAME: .....

WEBSITE/FACEBOOK ADDRESS: WWW: .....

Title First name/s Surname Email Phone

PREFERRED CONTACT: ..... .....

ALTERNATE CONTACT: ..... .....

ANNUAL CONTRIBUTION OFFERED: \$ ..... (businesses please refer to above table)  
(payment on presentation of BWA invoice)

**SPONSOR  
PROFILE:**

Please provide up to 50 words of text that concisely summarises the nature of your business and/or your reasons for supporting BWA. This can be updated/modified by the business at any time in the future on request.

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**OTHER SUPPORT:** BWA also welcomes additional assistance from our sponsors in the form of supplementary funding (or in kind support) of special projects / events / promotions /recognition awards etc.

- Would your company be open to discussing occasional requests for cash or in kind support for specific projects/items from time to time?: **YES** **NO**
- Are there any additional/alternative ways in which your company would be willing to assist BWA? **YES** **NO**  
If **YES**, please advise in what other ways you might be able to help (or don't hesitate to contact President, BWA [president@bushwalkingwa.org.au](mailto:president@bushwalkingwa.org.au) to discuss) :

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**BWA UPDATES:** Would you like to be added to BWA's subscriber list to receive our e-Newsletter?:

**YES** **NO**

**OFFER form completed for and  
on behalf of the business/org. by:** .....

Position: .....

Date: .....

**OFFER ACCEPTED for and  
on behalf of Bushwalking WA by:** .....

Position: .....

Date: .....

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**PAYMENT METHOD:** Upon confirmation of acceptance and invoicing by BWA, please make payment of the agreed annual contribution amount online by direct deposit to the following account:

BSB: **036-039**  
Account No: **312567**  
Account name: **Federation of Western Australian Bushwalkers Inc**  
Payment description: **[BWA invoice no. + your business/org. name.]**

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