

## **Schofields Flying Club Limited Sponsorship Policy**

### **OVERVIEW**

Schofields Flying Club Limited (SFC) is pleased to support its community by providing sponsorship for projects that will achieve mutually beneficial outcomes for the community and the club.

SFC supports events and projects that:

- Are aligned to the club's mission and goals and/or;
- Foster general aviation in NSW and/or;
- Support regional economic development in NSW and/or;
- Enhance the reputation of the club and/or;
- Offer mutual benefit for the club and the community.

### **SPONSORSHIP REQUEST CHECKLIST**

These guidelines are intended to assist applicants when applying for SFC sponsorship.

#### Sponsorship Categories

SFC classifies sponsorship into two categories, (i) *corporate* and (ii) *community engagement*.

#### *Corporate Sponsorship*

Corporate sponsorship is defined as an opportunity to provide financial or in-kind support to an organisation or project that will enhance SFC's corporate reputation. Approved corporate sponsorships will either:

- Provide a benefit to SFC as a whole and/or;
- Be relevant to local and/or regional NSW audiences and/or;
- Enhance SFC's profile and corporate citizenship credentials and/or;
- Provide business opportunities such as supply of services or acquisition of new students and/or;
- Strengthens and supports brand awareness.

#### *Community Engagement Sponsorship*

Community engagement sponsorship is defined as opportunities for SFC to be involved in or assist community organisations with charitable initiatives. Approved community engagement sponsorship will either:

- Provide a direct benefit to SFC members and/or;
- Create opportunities for the club to build relationships with community organisations and leaders and/or;
- Provide opportunities for staff or club member participation and/or;
- Demonstrate SFC's commitment to good corporate citizenship and/or;
- Provide business opportunities such as supply of services or acquisition of new students and/or;
- Strengthen and support SFC brand awareness.

SFC will **not** consider sponsorship of:

- Proposals that do not reflect SFC's core values, strategic direction or brand attributes;
- Sponsorships that may be construed as prejudiced or otherwise discriminatory;
- Sponsorships that may present a reputation risk;
- Sponsorships which may be considered to be a conflict of interest for the club.

## **SPONSORSHIPS REQUEST PROCEDURE**

All sponsorship applications, regardless of the extent or type of funding, must be submitted to the club for consideration by sending an email request to [mail@sfcaero.com.au](mailto:mail@sfcaero.com.au). Applicants should highlight how their request aligns with SFC's sponsorship guidelines (above).

Sponsorships may be considered at any time during the year, however a minimum of four weeks from the date of the sponsorship request to the date of response is required.

Sponsorships will be limited to the available funds and SFC may in its sole discretion decline any application for sponsorship without giving any reason for so doing.

Where the sponsorship program is ongoing/annual event, a continuation of sponsorship will not be guaranteed and will require the applicant to re-submit an application.