



Sponsorship and Fundraising Policy

1. Purpose

The purpose of this policy is to:

- Encourage fundraising and sponsorship activities that support both individual athletes and Boardworks Diving Academy ("the Academy").
- Provide a fair and transparent process for the allocation of sponsorship and fundraising proceeds.
- Ensure consistent treatment of all members.
- Protect the financial sustainability of the Academy.
- Clarify expectations regarding sponsorships, athlete credits, and fundraising activities.

2. Scope

This policy applies to all Academy members, athletes, parents/guardians, coaches, volunteers, and sponsors participating in fundraising or sponsorship activities associated with the Academy.

3. Definitions

Sponsorship - A sponsorship is financial or in-kind support provided by a business, employer, organization, or individual in exchange for recognition or promotional opportunities offered by the Academy.

Fundraising - Fundraising refers to organized activities undertaken to generate revenue for the Academy and its programs.

Athlete Account Credit - An athlete account credit is a financial credit applied toward a member's Academy fees in accordance with this policy. Athlete account credits have no cash value and are not redeemable for cash.

4. General Principles

1. All sponsorship and fundraising activities conducted under the Academy's name must be approved by the Academy.
2. Sponsorship funds received by the Academy become the property of the Academy.
3. No Academy sponsorship or fundraising proceeds shall be paid directly to an athlete or family.
4. The Board reserves the right to refuse any sponsorship that does not align with the Academy's values, reputation, or objectives.
5. The Academy is a non-profit organization and is not a registered charity. The Academy cannot issue charitable tax receipts for donations, sponsorships, or fundraising contributions.



5. Athlete-Directed Sponsorships

Athlete-directed sponsorships are sponsorships personally secured by a member or their family.

Examples include:

- An employer providing financial support.
- A family friend sponsoring an athlete.
- A local business approached directly by a member family.

Allocation of Funds

Unless otherwise approved by the Board:

- 50% of the sponsorship amount will be credited to the athlete's account.
- 50% of the sponsorship amount will be retained by the Academy to support programs, administration, equipment, and athlete development initiatives.

Example: A family secures a \$1,000 sponsorship

- \$500 credited to the athlete's account.
- \$500 allocated to the Academy.

Personal Donations and Direct Support to Athletes

Only sponsorships and contributions that are received by the Academy and processed in accordance with this policy shall be considered Academy sponsorships.

Financial support, gifts, or contributions provided directly to an athlete or family, and not received by the Academy, are considered private arrangements between the contributor and the athlete or family. Such funds are not Academy sponsorships and are not subject to this policy.

The Academy will have no involvement in the solicitation, collection, administration, or distribution of funds provided directly to an athlete or family.

Sponsors or contributors who provide financial support directly to an athlete or family shall not be entitled to recognition, advertising, promotional benefits, or sponsorship acknowledgment from the Academy, including but not limited to logo placement, website listings, social media recognition, event signage, or other marketing opportunities.

6. Academy-Secured Sponsorships

Sponsorships secured through Academy-wide initiatives, Board relationships, Academy marketing efforts, or Academy events shall be retained entirely by the Academy unless otherwise specified by the Board.



7. Use of Athlete Account Credits

Athlete account credits may be applied toward:

- Training fees
- Competition fees
- Academy-approved travel costs
- Other Academy-approved expenses

Credits:

- May not be transferred to another family or athlete without Board approval.
- Have no cash value.
- Cannot be exchanged for goods or services outside Academy programs.

8. Unused Credits

If an athlete leaves the Academy:

- Any remaining athlete account credits remain with the Academy.
- Credits are forfeited and returned to the Academy's general operating fund.
- No refunds will be issued.

Exceptions may be considered at the sole discretion of the Board in extraordinary circumstances.

9. Sponsor Recognition

The Academy will provide reasonable recognition for sponsors based on the level and nature of support received.

Recognition may include:

- Academy website acknowledgement
- Social media recognition
- Sponsor banners
- Event signage
- Academy publications

The form and extent of recognition will be determined by the Academy.

10. In-Kind Sponsorships

The Board may accept in-kind sponsorships such as:

- Equipment
- Apparel
- Services
- Facility access
- Professional expertise



The Board will determine whether an athlete account credit is appropriate and, if so, the value to be assigned.

11. Sponsorship Approval Process

Prior to seeking a sponsorship on behalf of the Academy, members should:

1. Notify the Academy of the prospective sponsor.
2. Obtain approval from the Board or designated representative.
3. Ensure sponsorship commitments are documented.
4. Arrange to direct all payments to the Academy.

This process helps prevent duplicate sponsor requests and protects existing sponsor relationships.

12. Board Discretion

The Board retains the authority to:

- Interpret this policy.
- Address circumstances not contemplated by this policy.
- Approve exceptions where deemed appropriate and in the best interests of the Academy.

13. Membership Acknowledgement

As a condition of membership, all members acknowledge and agree that:

- Sponsorships and fundraising activities are governed by this policy.
- The Academy is not a registered charity and cannot issue charitable tax receipts.
- Funds received by the Academy are administered in accordance with this policy and Board direction.

Review and Adjustment:

This policy and all details, including the cap structure, may be reviewed annually and adjusted or discontinued by board resolution based on financial performance, staffing needs, and strategic priorities.