**Sponsorship Policy**

The policy is approved by Coiste November 2023 and its application is mandatory on all sections of the Club.

Sponsorship is a commercial relationship between Cuala GAA and the Sponsor promoting the Sponsors name, trademark, image or activities of the Sponsor which confers a benefit of any kind of return to Cuala GAA.

(Note: Donations are gifts, i.e. does not confer any benefit to the Donor, with exception of donor recognition, and do not give rise to any obligation (contractual or otherwise) by the recipient to the donor)

**Eligible areas for sponsorship:**

Sponsorship may be accepted for the following and subject to the limitations set out in this policy:

* Official playing gear – match day jerseys, training jerseys, shorts, skorts, socks, a goalkeeper’s tracksuit, helmets, hurleys, hurley grips, base layers/skins.
* Non-playing gear and equipment such as: trophies: All official medals and trophies should be of Irish manufacture, where possible. Inscription, if any, shall be in Irish. Training bibs, cones, kit/boot bags.
* Publications, events and activities such as: promotional aids and materials, award schemes, seminars, courses, coaching, refereeing and cultural and social events.
* Facilities including the Cuala Clubhouse, the Cuala Gym, Social room.

**Approval of Sponsorship**

The Club Executive Committee is responsible for agreeing all sponsorship at all levels in the Club.

It is not permitted for members of the Club to undertake agreements regarding sponsorship of a substantial nature without the approval of the Cuala Club Executive Committee. (Substantial shall be sponsorship with a value in excess of €1,000 per year).

All sponsorship of a substantial nature will be in the form of a written agreement between the parties. Mangers/Coaches of teams who source sponsorship for their team need to inform the Cuala Club Executive Committee of such sponsorship and before any commitment is entered into.

All Sponsorship substantial or otherwise should be recorded in Income and Expenditure accounts of Treasurers. A register of Club sponsorship agreements will be maintained by the Club Treasurer.

**Suitable sponsors**

Are those Sponsors whose values align with the values of the GAA and our Club. Our values:

Community identity, Amateur status, Inclusiveness, Respect, Player welfare, Teamwork and volunteerism.

**Limitations on sponsorship**

* Only in accordance with an officially approved Sponsorship Agreement may a Sponsor’s brand name(s), distinctive marks or logo be displayed on Jerseys, tracksuits and kitbags of players.
* A Sponsor’s brand name(s), distinctive marks or logo shall not be displayed on the shorts, stockings, or body of a player or match official.
* Where a commercial brand name, distinctive mark or logo is displayed it must conform to the following dimensions:
	+ Maximum letter height or width 5cm.
	+ Maximum imprint area: 350 square centimetres.

That area shall be calculated by measuring the total area, including background highlighting, covered from one extremity to the other. The calculation of the size does not refer to the area covered by individual letters of a name or distinctive marks or logo but to the total area. Background highlighting must be taken into consideration in determining imprint area.

* Sponsorship will not be accepted from tobacco companies, gambling companies, political parties.
* Sponsorship or advertising by alcohol drink companies, public houses, off licenses or other predominantly alcohol distributors, of minor or underage field games, gear, events or activities, is not permitted.
* No rights are granted to the Sponsor with regard to use of or appearance of any players. The Club will encourage the Sponsor to avail of the services of players for the promotion of the product and Sponsor’s association with the Club activity and will co-operate and assist the Sponsor in this regard. Player promotion of alcohol, tobacco or gambling products or companies is not permitted. The Sponsor must contact their agreed contact in organising for player representative and directly to the placer. The sponsor will be solely responsible for obtaining the required Player consents and agreements in these instances while adhering to the Association’s status as a voluntary body.
* A maximum of only two Sponsors’ trademarks/logos per item of clothing (e.g. McKeever and Amgen).

**Responsibility**

Of a Sponsor

It is the responsibility of the Sponsor to honour both the form and the spirit of the agreement entered into, with particular reference to abiding by agreed dates and other conditions incorporated.

Of Cuala GAA

The Club will endeavour to honour all approved agreements entered into, both in form and in spirit, and will, within the limits of its rules, promote the best interests of the sponsor at all levels within the Club.