



CAPA

Catholic Assistant Principals' Association
of Western Australia

SPONSORSHIP POLICY

Catholic Assistant Principals' Association of Western Australia (CAPA WA)

www.capawa.asn.au

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SPONSORSHIP:

Definition: Sponsorship is defined as financial support in return for the right to use CAPA WA as an opportunity to promote the business / service name, image, product and or services.

CAPA WA Sponsorships work under four tiers;

TIER	FINANCIAL COMMITMENT per year	LENGTH OF COMMITMENT	MAXIMUM NO. OF SPONSORS SLOTS
Diamond Plus	\$5500	3 years	1
Diamond	\$4500	2 year	2
Platinum	\$3500	1 year	4
Gold	\$2000	1 year	10
Silver	\$1000	1 year	10
		TOTAL	27 sponsor slots

Sponsors can renew their Sponsorship Agreement no less than 6 weeks before the end date on their agreement. A Sponsor can renew their specified tier package no more than two times (e.g. *for a Gold sponsor at the end of their 1 year agreement, they may choose to renew for another year, but can only do this once more, making a total of 3 years*).

For more information about our Sponsorship Packages please see Appendix I.

COMMITMENT TO ADDRESS ETHICAL ISSUES:

CAPA WA actively seeks opportunities to work together with external businesses to achieve shared objectives. However, it is vital that CAPA WA maintain its independence and does not allow external partnerships to bring the name of CAPA WA into disrepute.

CAPA WA therefore seeks sponsors who uphold the same Catholic values as our Association and CEWA to ensure that the activities of businesses that we work with are consistent with our Association's values and objectives. This policy has been devised to ensure clarity and transparency to all our members and the public.

AVOIDANCE CRITERIA

Partnerships with businesses/ companies associated with any of the following will be avoided:

- tobacco & alcohol manufacture
- poor business or professional reputation
- does not align with the Catholic Ethos
- does not align with the vision and mission of CAPA WA
- conflict of interest with CAPA WA, CEWA, Dept of Education, CAPA's Executive Members or any other CAPA member

PROCESS

Making an application

Regrettably, CAPA WA are unable to accept every application we receive for sponsorship. All expressions of interest for CAPA WA sponsorship must be made via our website. After CAPA WA receives an online expression of interest for sponsorship, it is tabled at an Executive Committee Meeting [correspondence in]. If a sponsorship slot is available, the E.O.I. is discussed for approval. If there is no sponsorship slot available, it is logged on our Sponsorship waitlist until a slot becomes available.

All E.O.I. are acknowledged via email with the CAPA WA Sponsorship Policy attached.

Successful applicants are notified via email with a sponsorship package attached. This must be signed and returned to the CAPA Representative within 7 business days.

Criteria for selection will include consideration of the following:

1. Sponsor who are registered on the wait list
2. Sponsor's suitability to CAPA WA (alignment of vision, mission and Catholic Values)
3. Sponsor does not check any of the avoidance criteria
4. Sponsor is already an active business or service, in CEWA
5. Consideration of our existing sponsors
6. Benefit and relevance to our membership.

If your application is successful

Successful applicants will be expected to sign a formal letter of agreement for all sponsorships (see Appendix II). The agreement will clearly detail the needs and

expectations of both parties, the time frame set for the agreement, the agreed financial commitment and privileges outlined to the sponsor, as the sponsor.

Towards the end of your sponsorship

When your Sponsorship Agreement is due to expire, you will receive a formal letter no less than 8 weeks before your agreement reaches its end. This must be signed and returned within 7 business days or the sponsorship opportunity may go to another business / service.

Leaving the Sponsorship Agreement

Should a sponsor wish to break an agreement, they must provide a formal email / written letter outlining the reasons for breaking the agreement and their desired date for disassociation with CAPA WA.

Once a formal letter / email is received, it is to be tabled at the next available CAPA Executive Meeting as correspondence in. If the sponsor wishes to break the agreement immediately upon receipt of the letter/email, this said email/letter will be emailed to all CAPA WA Executives immediately. The Sponsor will then have all logos and marketing materials removed from the website and any other CAPA represented products, e.g. banners, publications, flyers and other marketing materials.

TRANSPARENCY

A full list of corporate sponsors will be maintained on our website.

CAPA WA will communicate its commitment to this policy to its members by displaying a copy of this policy on our website.





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APPENDIX I



Catholic Assistant Principal's Association W.A.

2019 SPONSORSHIP PACKAGES

DIAMOND PLUS NAMING RIGHTS SPONSORSHIP \$5500 (3 Consecutive Years)

Entitlements:

- Option to provide all stationery, show bags and signage for the **Annual Conference**.
- Signage throughout the Conference Hall and on slideshows used.
- Prime signage at entrance of CAPA **Member's Day** and **Annual Conference**
- 5 minutes speaking direct to CAPA members at CAPA **Member's Day** and **Annual Conference**
- Free CAPA **Annual Conference** dinner for **up to two people**, all inclusive
- Free CAPA **Member's Day** and **Conference** lunch for **up to two people**, all inclusive
- Free CAPA **AGM Breakfast** for up to two people, all inclusive
- Opportunity to network directly with all CAPA members at **Member's Day** and **Annual Conference**
- Prime exposure of display area at CAPA **Member's Day** and **Annual Conference**
- Naming rights for CAPA's newsletter
- Direct email marketing to all CAPA members four times per year
- Your business advertised on the CAPA website with a direct link to your business site
- Use of company bag for CAPA sponsors promotions materials
- Opportunities for promotions, displays and networking at all CAPA member functions
- Company brochures and other marketing materials to be circulated to all CAPA members
- Sole industry Sponsor at Diamond Level (unless other party/ies are at Diamond Level prior to contract).

DIAMOND SPONSORSHIP \$4500 (2 Consecutive years)

Entitlements:

- Prime signage at entrance of CAPA **Member's Day** and **Annual Conference**
- 5 minutes speaking direct to CAPA members at CAPA **Annual Conference**
- Free CAPA **Annual Conference** dinner for **up to two people**, all inclusive
- Free CAPA **AGM Breakfast** for up to two people, all inclusive
- Free CAPA **Member's Day** and **Conference** lunch for **up to two people**, all inclusive
- Opportunity to network directly with all CAPA members at **Member's Day** and **Annual Conference**
- Prime exposure of display area at CAPA **Member's Day** and **Annual Conference**
- Priority placement of your advertisement in CAPA's newsletter
- Direct email marketing to all CAPA members four times per year
- Your business advertised on the CAPA website with a direct link to your business site
- Opportunities for promotions, displays and networking at all CAPA member functions
- Company brochures and other marketing materials to be circulated to all CAPA members

PLATINUM SPONSORSHIP \$3500

Entitlements:

- Free CAPA *Annual Conference* dinner for **up to two people**, all inclusive
- Free CAPA *Member's Day* and *Conference* lunch for **up to two people**, all inclusive
- Free CAPA *AGM Breakfast* for one person, all inclusive
- Opportunity to speak for 5 minutes at one of the following: Member's Day, Conference or AGM. (Timetabling by CAPA Committee depending on years of loyalty and time availability at events)
- Opportunity to network directly with all CAPA members at *Member's Day* and *Annual Conference*
- Excellent display area for maximum exposure at *Member's Day* and *Annual Conference*
- Second priority placement of your advertisement in CAPA's newsletter
- Your business advertised on the CAPA website with a direct link to your business site
- Opportunities for promotions, displays and networking at all CAPA member functions
- Company brochures and other marketing materials to be circulated to all CAPA members
- Direct email marketing to all CAPA members twice per year

GOLD SPONSORSHIP \$2000

Entitlements:

- Opportunity to network directly with all CAPA members at *Member's Day* and *Annual Conference*
- Free CAPA *Member's Day* and *Conference* lunch for **up to two people**, all inclusive
- Free CAPA *AGM Breakfast* for one person, all inclusive
- Display area at CAPA *Member's Day* and *Annual Conference*
- Third priority placement of your advertisement in CAPA's newsletter
- Your business advertised on the CAPA website with a direct link to your business site
- A display at CAPA *Member's Day* and *Annual Conference*
- Opportunities for promotions, displays and networking at all CAPA member functions
- Company brochures and other marketing materials to be circulated to all CAPA members

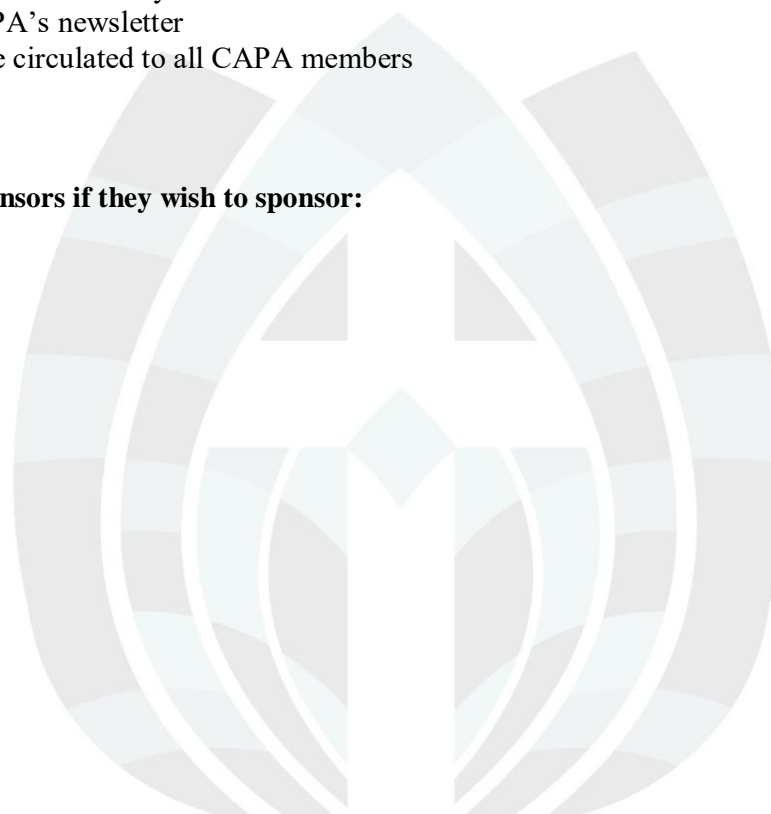
SILVER SPONSORSHIP \$1000

Entitlements:

- Your business advertised on the CAPA website with a direct link to your business site
- Fourth priority placement of your advertisement in CAPA's newsletter
- Company brochures and other marketing materials to be circulated to all CAPA members

Please note that there are also additional options for sponsors if they wish to sponsor:

- **Member's Day Morning Tea and/or lunch**
 - **Conference morning tea and/or lunch on both days**
- or attend if not included in your package:**
- **Conference dinner (\$100 per head)**
 - **AGM Breakfast (\$50 per additional head)**



CAPA WA SPONSORSHIP POLICY

APPENDIX II



Catholic Assistant Principals' Association W.A. Sponsorship Agreement

Date

Dear

CAPA WA is pleased to offer **[insert company name]** a **[Diamond Plus/ Diamond / Platinum / Gold / Silver]** sponsorship package for a period of **[3 years/ 2 years / 1 year]** due for renewal on **dd/mm/yyyy**. This agreement is for a financial commitment of \$_____ due annually.

You will receive a formal letter / email eight weeks before your sponsorship package expires with the option to renew the existing package. You may renew your package no more than twice.

Please be sure to read the CAPA WA Sponsorship Policy overleaf.

Please sign to acknowledge acceptance of this agreement and return to CAPA WA within 7 days.

CAPA WA welcomes you to our Association and looks forward to a long and productive relationship with **[insert company name]**.

Kind regards

Nik Hofmeester
Sponsorship CAPA WA





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SPONSORSHIP AGREEMENT FOR 2019

I _____, as a certified representative of **[insert company name]** acknowledge that I have read the CAPA WA Sponsorship Policy and understand its contents. I fully understand the details of the sponsorship package offered and have been given a copy for my records. I hereby accept the _____ Sponsorship Package offered.

Signed: _____

Witness: _____

Print Name: _____

Print Name: _____

Position: _____

Position: _____

Date: _____

Date: _____

