

Sponsorship guidelines for Kytäjä club competitions

Overview

Sponsorship is a great way for us to increase the value of our competitions in the eyes of our members, without increasing the financial cost to the club.

Without a doubt sponsorship is a good thing, and we want to encourage more sponsorship, but at the same time we need to understand the limits for how we use sponsors and what we can and cannot offer to our sponsors.

This guideline sets the frame for sponsorship in Kytäjä's internal club competitions so that each competition director has a good basis for discussions with any sponsors.

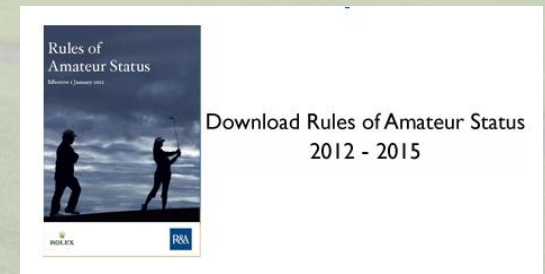
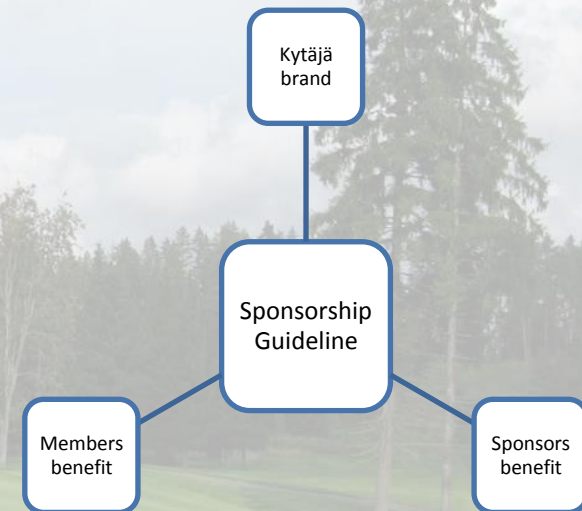
A delicate balance

When agreeing a sponsorship arrangement for a club competition we need to ensure:

1. A benefit for our members (e.g. in the form of prizes, enhancements to the competition, subsidies or access to services)
2. A benefit to the sponsors (e.g. increasing visibility of their brand name or product names, increasing their business opportunity within our members)
3. Protection for the Kytäjä brand and the identity of our competitions over time.


These three factors can conflict with each other and as a result this guideline ensures that the balancing between them is done in the best possible way.

At all times the [rules relating to a golfer's amateur status](#) must be understood and adhered to. This can impact the scale of sponsored prizes as there are limits as to the maximum value of any prize.



Guideline overview

Element	Guideline
Competition title	Cannot be changed
Trophy	Can be used for events where no trophy currently exists
Sponsor Logo – printed materials	Can be used
Sponsor Logo – online materials	Can be used
Sponsor name – printed, online and spoken	Can be used
Sponsor displays during event	Can be used
Other elements	To be agreed in the competition committee before offering to sponsor



Examples

Competition Title

The competition title for any annual club competition is not available for change by the sponsor and cannot be modified to include the sponsors brand.

These names must remain the same from year to year and they belong to Kytäjä, not to any sponsor.

We will never have a competition calendar which looks like this:

11.5.2013	Viagra Avajaiskisa
21.6.2013	McDonalds Reikäpelimestaruus
1.7.2013	Pirkka halloumi-juusto Eclectic
22.8.2013	Durex Mestaruuskilpailu

This guideline applies strictly to annual club events. In the case of one-off events for members, initiated by sponsors, then an exception can be considered. Open events are not subject to this guideline.

Trophy

In cases where an event does not have an existing trophy the sponsor may wish to donate a trophy.

In this case the sponsor may decide the name of the trophy (but not of the competition!) and may include their branding in the design of the trophy.

Input should be given by the competition director, where possible, in order to ensure that the trophy has sufficient room for engraving the winners for many years/ decades to come.

It is recommended that any trophies donated in this way are permanently donated to the club and are not tied to the lifecycle of the sponsorship arrangement (otherwise we have to find new trophies every time the sponsor changes).

In cases where an event has an existing trophy, especially one which has been donated to the club by a member or benefactor, the trophy should not be replaced or altered by the sponsor.

Such an act would be disrespectful to the maker of the original donation and would also not be in the best interest of the members (any available sponsorship should be applied to areas where we have larger needs).

Sponsor Logo – printed materials

The use of a sponsors logo in printed materials related to that competition is something which should be done.

Any such use should however be done in a way which is appropriate. The sponsor is a valued and appreciated part of the event and deserves recognition for that... but such materials should be primarily about the event rather than about the sponsor.



This is a good example. Sponsors logos displayed prominently but appropriately after the important details of the event.



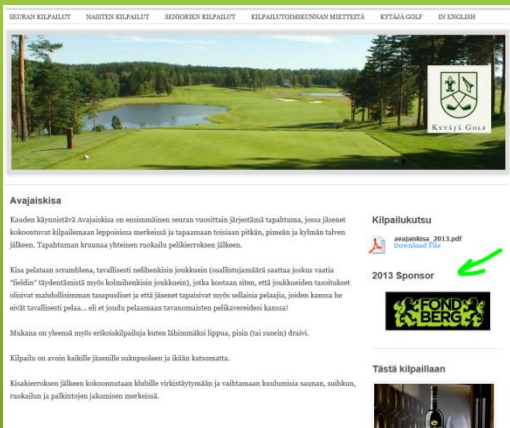
This is a bad example. Sponsors logo dominating the page. Not allowed.

Sponsor Logo – online materials

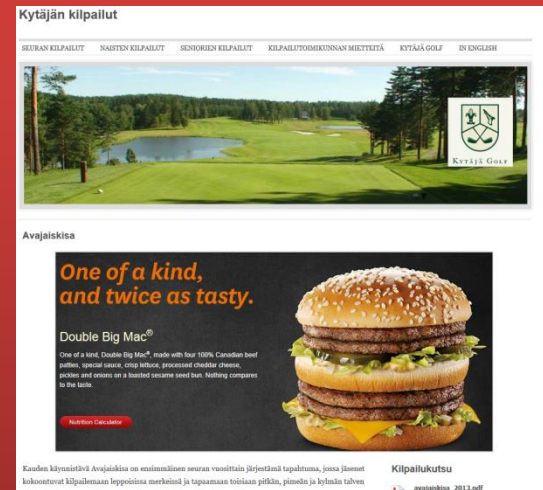
The use of a sponsors logo in online materials related to that competition is something which should be done.

Any such use should however be done in a way which is appropriate. The sponsor is a valued and appreciated part of the event and deserves recognition for that... but such materials should be primarily about the event rather than about the sponsor.

In online materials it is also acceptable to have links to sponsors own pages and materials which people can access if they are interested.



This is a good example. Sponsors logos displayed prominently but appropriately. Clicking the logo opens the sponsors homepage.



This is a bad example. Sponsors logo dominating the page. Not allowed.

Sponsor's name – printed, online and spoken

The use of a sponsor's name is something which should be done at all appropriate opportunities, apart from in ways prevented by other parts of this guideline.

Examples of this would be:

- Mentioning the contribution of the sponsor in the kilpailukutsu
- Mentioning the contribution of the sponsor in any info sessions, board meetings, blogs or other written or spoken references to the competition
- Ensuring that the sponsor is thanked and recognised, publically, at the time when the prizes or sponsor benefit are given out
- Ensuring that the sponsor is personally thanked (by the competition director or other responsible person) after the event for their contribution to Kytäjä Golf

Sponsor displays during events

One opportunity which can be used more than it is currently is to allow the sponsor to set up an advertising display in the clubhouse on the day of the event that they are sponsoring.

This would allow the sponsor to directly market their product/service to our members and take advantage of any goodwill which their sponsorship has created.

Such things should always be discussed and agreed in advance with the office at Kytäjä to allow for practical arrangements and to ensure that the space within the clubhouse is not double-booked.

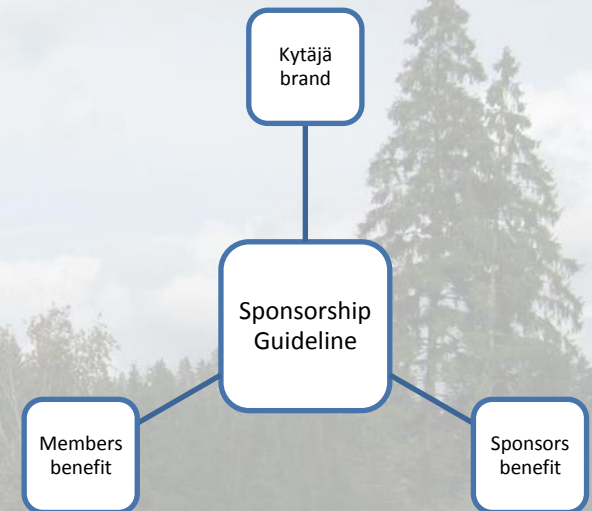
For some sponsors the course itself might be a better place to showcase their product. That can also be considered subject to the prior agreement of the office at Kytäjä AND the greenkeepers.

Other elements

For any sponsorship element which is not covered by this guideline a case-by-case decision can be requested from the competition committee.

In making such decisions the committee should consider the issues outlined earlier in this guideline and ensure a proper balance between the interests of the sponsor, the interests of the members, the interests of the club and the Rules of Amateur status.

The spirit of the examples in this guideline may give useful guidance as to how to maintain that balance.



Download Rules of Amateur Status
2012 - 2015