

Sponsorship and Partnership Policy

This policy outlines how Energy Club WA (the Club) engages with sponsors and partners in a transparent, ethical, and mutually beneficial way. It ensures alignment with the Club's Constitution, Rules, and values while maintaining independence and integrity.

1. Objectives

- Strengthen financial sustainability through ethical sponsorships and partnerships.
- Provide value to members through access to relevant offers, programs, and expertise.
- Ensure transparency, fairness, and consistency in all commercial engagements.

2. Scope

This policy applies to all Club sponsorships (financial or in-kind), partnerships, member benefit offers, and promotional activities involving third parties.

3. Principles

- Sponsorships and partnerships must align with the Club's mission, Constitution, and reputation.
- No sponsor or partner may influence Club governance or editorial content.
- Sponsorships and partnerships must be professional, ethical, and inclusive.
- All arrangements must uphold transparency and member trust.

4. Eligibility

- Sponsors and partners must be legal entities with ethical business practices.
- Priority given to organisations in the energy, infrastructure, technology, or professional development sectors.
- Member benefit partners may include Club members, alumni, or affiliates offering member value.

5. Approval Process

- All proposals must be submitted in writing to the Managing Governor.
- Evaluated by the Board or appointed Sponsorship Subcommittee.
- Reviewed against strategic alignment, member value, and potential conflicts.
- All sponsorships and partnership are formalised with a written agreement.

6. Promotion Channels

- Member newsletter (limited sponsor slots).
- Website sponsor listing and logo recognition.
- Event signage, verbal acknowledgement, and networking opportunities.
- Social media mentions and feature highlights at the Club's discretion.

7. Member Benefit Offers (Optional Add-On)

- Exclusive discount or value required.
- Clearly communicated redemption method and expiry period.

- Limit of two promotional campaigns per member/partner per year.
- Include disclaimer: 'This is a member benefit provided by an external partner'.

8. Fairness and Rotation

- Ensure equitable access to sponsorship and promotion opportunities.
- Apply first-come, first-served or rotating access to promotional space.
- Prioritise diversity across sectors, members, and organisation types.

9. Revocation and Complaints

- The Club reserves the right to suspend or revoke any sponsorship or promotion if it breaches this policy or brings the Club into disrepute.
- Complaints must be directed to the Managing Governor or Club President and reviewed by the Board.

10. Review and Oversight

This policy will be reviewed every two years or as required by the Board of Governors.