**Aveley Junior Football Club Inc.**
A.B.N. 81 603 471 751 | www.aveleyfootballclub.com.au
Turkich Parade Oval, Bolero Road, Aveley | PO Box 2379, Ellenbrook WA 6069

# Sponsorship Policy

Sponsorships that could involve football in controversial issues or expose football to adverse criticism must be avoided. All potential sponsors must have company values that are in line with and complement the values of Australian football. These are:

- To be determined by executive meetings;
- Egalitarianism (social equality);
- Participation;
- Integration and inclusion.

The following type of sponsor organisations are regarded as inappropriate:

• Political or religious organisations;
• Programs that denigrate exclude or offend minority community groups;
• Sponsors that may present a hazard to the community (including cigarette companies);
• Sponsors that create environmental hazards;
• Sponsors that do not reflect community standards;
• Companies and organisations that conflict with existing WAFC or AJFC sponsors;
• Companies and organisations that conflict or may conflict with sponsors of the Fremantle Football Club and West Coast Eagles or has the ability to erode their revenue.

Sponsorships and explicit endorsement of products and or services of a sponsor must be in the public interest and must be approved via the Committee process.

| Date | Item |
|---|---|
| March 2019 | **Drafted** |
| April 2019 | **Adopted by Committee** |
| April 2020 | **Reviewed** |