



Advertising and Sponsorship Guidelines

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The PAA Board encourage the involvement of placed advertisements and sponsorship by organisations where appropriate.

Approaches to advertisers and sponsors (including Contra-sponsorships – in-kind) are to be coordinated to maintain the integrity and value of the PAA to ensure that suitable advertisers and sponsors are approached.

All advertising and sponsorship approaches should be coordinated/cleared through the NEO with final approval of the advertising or sponsorship arrangement to be granted by the PAA Board prior to participation.

The following businesses will not be considered for advertisers or sponsors for the PAA:

- Discriminatory activities or programs on the basis of race, religion, ethnicity, sex, sexual orientation, age or physical disability;
- They do not reflect appropriate community standards;
- Create environmental hazards;
- Religious or Political Activities;
- Individuals;
- Organisations associated with or supporting alcohol, drug usage or cigarettes; and
- Organisations that are found to be financial unsound or involved in unethical practices or have affiliations to individuals or organisations of ill repute.

Advertising and sponsorship is an effective marketing and communication tool; however they are not donations, getting involved in advertising and sponsorship agreement is a major undertaking, and should be carefully considered.

Sponsorship is a legally binding agreement where the PAA will provide prearranged benefits to the advertiser or sponsor, in return for an agreed level of support. All Agreements should set out in a written document, with an exchange of letters between the parties. The Agreement should include:

- ✓ Parties to the Agreement
- ✓ Term of the Agreement
- ✓ Benefits/Positioning
- ✓ Exclusivity? or the party is made aware that there is no exclusivity
- ✓ Obligations of the parties'
- ✓ Financial Arrangements
- ✓ Dispute resolution
- ✓ Termination