

INTRODUCTION

Noting that the AFF is seeking sponsors to assist in funding its operations and development, and that State Associations and individual fencers are being encouraged to seek sponsors, a policy addressing provisions or constraints in the appointment and recognition of sponsors is required.

GENERAL

1. The AFF may enter into contracts with government grant providers, corporate entities, equipment suppliers, or any other agencies or individuals (Sponsors) for the purpose of obtaining money for the conduct of the sport of fencing in Australia. The AFF will not enter into contracts with agencies or individuals whose products or principles are considered to be contrary to those of fencing or to the sport, which are inconsistent with the FIE's Publicity Code, or which have been prohibited by the Australian Sports Commission. For example, tobacco and alcohol companies.
2. Such contracts may entail the AFF giving permission and providing support for Sponsors to promote their corporate image in a variety of ways. These include website acknowledgement, banners at AFF events, announcements at AFF events and presentations, and team endorsements by means of badges and labels on uniforms.
3. The AFF also encourages State Associations and individual athletes to enter into agreements and contracts with Sponsors as outlined in 1 above.
4. All such State Association and athlete agreements must be cleared with the AFF before finalising of any agreement or contract with a prospective Sponsor. The AFF will maintain a power of veto over any agreement which the AFF believes is contrary to the principles of fencing or the sport in general, or which it believes are not in the best interests of fencing.
5. The AFF will also maintain a power of veto over a potential State Association or athlete agreement where such sponsorship would be in conflict with the provisions of a contract that the AFF has entered into, and where the State Association or athlete in question is a member of an AFF endorsed program. For example, where an AFF equipment supplier contract prohibits the endorsement of competitor supplier products. In this respect any AFF contract will always have precedence over a State Association or athlete agreement.

ENDORSEMENTS

1. Depending on contractual terms, the AFF may approve endorsement of Sponsor products and services in the form of:
 - a) Signage in the form of hanging and/or standing banners, or projected words and images, in the general area of an event and/or on any backdrops associated with finals pistes;
 - b) Standing signage to a height of 2 metres at the end of pistes;
 - c) Signage affixed to scoring apparatus;
 - d) Signage affixed to desks or backdrops in Tournament Management areas such as Weapons Control and Results;

- e) Badges or logos affixed to clothing (both “on-piste” and/or outer wear) worn by athletes in an Australian team;
 - f) Text and logos on the AFF website.
2. The AFF will approve all words and images which will appear in any form of endorsement.

ACKNOWLEDGEMENTS

1. The AFF will allow the acknowledgement of Sponsors at its events. Depending on contractual arrangements, this could take the form of announcements by Tournament Management personnel at strategic times throughout the event or during award ceremonies. Representatives of Sponsors will be allowed to make short statements at award ceremonies if they wish.
2. State Associations and athletes will be allowed to acknowledge their Sponsors at award ceremonies as long as that acknowledgement does not conflict with an exclusive agreement that the AFF holds with a Sponsor.
3. State Associations and athletes must get prior approval from an AFF official for any Sponsor acknowledgement that they might wish to make at award ceremonies.