

Fundraising, Sponsorship and Donation Policy - DRAFT

Funding that supports Not for Profit organisations to undertake the activities for their stakeholders is a scarce resource that is increasingly difficult to locate and hold onto. To overcome the issue of reliance on limited government funding TARFish will seek to generate funding from multiple sources thereby reducing the risk and reliance of government funding.

TARFish provides a range of services, activities and opportunities for and on behalf of Tasmania's recreational fishing community. TARFish receives an allocation of funding from recreational marine fishing licence fees for the provision of an agreed set of government requirements until June 2012, as they relate to recreational marine fishing. TARFish also provides a range of activities and benefits that are not required under the Service Level Agreement with government and thus must be funded independently.

DEFINITIONS

"Donations" are either goods, services or money given with no return expected.

"Endorsement" is the public support of organisations, products or projects that aid the cause or policy or interests of TARFish and its members, the environment and recreational fishers

"Fundraising" is the systematic process to secure additional funds for the operational budget.

"Sponsor" is defined as a corporation, business or individual that provides support for the operation of TARFish.

"Sponsorship" is the provision of cash or services by the sponsor for an agreed set of benefits from TARFish. Sponsorship involves a contract of goodwill between the sponsor and the recipient. This contract must clearly specify the responsibilities of both parties. Government funding is not defined as sponsorship.

"TARFish" is the Tasmanian Association for Recreational Fishing Inc.

TARFish will use fundraising to actively seek sponsorship and donations to support activities that look after the interests of recreational fishers and/or the environment in Tasmania.

- TARFish will actively seek sponsorship and encourage donations from sponsors
- Sponsorship over (\$1000) will be acknowledged by written contractual agreements between TARFish and the prospective partner.
- All sponsorships will be conducted in an open and transparent manner and TARFish will formally thank all sponsors for their involvement via written communication.
- Expenditure of funds raised through sponsorship shall be agreed upon by the TARFish Committee.
- Sponsorship of any particular project or event sanctioned by TARFish will not entitle any sponsor to influence any decision.
- TARFish will not enter into any sponsorship where association with the prospective partner would jeopardise the financial, legal or moral integrity of TARFish or adversely impact upon TARFish standing and reputation within the community
- TARFish may endorse products, organisations or projects that aid the cause, policy or interests of recreational fishers and/or the environment and TARFish may receive remuneration for such endorsements.
- TARFish will not endorse products, organisations or projects where association with the prospective partner would jeopardise the financial, legal or moral integrity of TARFish or adversely impact upon TARFish standing and reputation within the community.

- All donations will be acknowledged with a receipt and donations over \$100 will receive a personal thank you letter from TARFish.
- TARFish will seek sponsorship at six levels:
 - Platinum, Gold, Silver, Bronze, Campaign and Individual

Levels Of Sponsorship (And Sponsor Benefits)

Platinum - \$15,000 plus per annum

- There will only be one Platinum Sponsor each year
- Guaranteed exclusivity of Platinum Sponsorship status
- logo and details on TARFish website and TARFish motor vehicle recognising Platinum Sponsor status
- TARFish Chair or CEO to speak to your organisation quarterly
- invitation to Sponsor functions and display area at those functions
- public recognition as the only Platinum Sponsor in all association marketing and promotional activities, including but not limited to website, newsletters and/or publications.
- invitation to attend TARFish Committee meetings
- Annual fishing trip with TARFish Committee Members
- TARFish clothing and fishing gear pack A
- limited edition fish print
- monthly update reports from CEO
- regular newsletter

Gold - \$10,000 plus per annum

- logo and details on TARFish website recognising Gold Sponsor status
- TARFish Chair or CEO to speak to your organisation twice yearly
- invitation to Sponsor functions and display area at those functions
- public recognition as a Gold Sponsor in all association marketing and promotional activities, including but not limited to website, newsletters and/or publications.
- invitation to TARFish Committee meetings
- TARFish clothing and fishing gear pack B
- limited edition fish print
- bi-monthly update reports from CEO
- regular newsletter

Silver - \$5,000 to \$10,000 per annum

- logo and details on TARFish website recognising Silver Sponsorship status
- TARFish Chair or CEO to speak to your organisation annually
- invitation to Sponsor functions and display area at those functions
- public recognition as a Silver Sponsor in all association marketing and promotional activities, including but not limited to website, newsletters and/or publications.
- TARFish clothing and fishing gear pack C
- limited edition fish print
- quarterly update reports from CEO

Bronze - \$1,000 to \$4,999 per annum

- logo and details on TARFish website recognising Bronze Sponsorship status
- invitation to Sponsor functions and display area at those functions
- public recognition as a Bronze Sponsor in all association marketing and promotional activities, including but not limited to website, newsletters and/or publications.
- TARFish clothing pack A
- quarterly update reports from CEO
- regular newsletter

Campaign \$1,000 plus, per campaign

- logo or name on TARFish website recognising Campaign Sponsorship level
- money directed to specific campaign or projects (Marine Parks, Marine Pests, Marine Habitat Enhancement, Fishing Facilities, Research etc)
- public recognition as a Campaign Sponsor in all association marketing and promotional activities relevant to the specific campaign or project.
- regular update report on campaign or project from CEO
- regular newsletter

Individual \$500 per annum

- name on TARFish website recognising Individual Sponsorship level.
- TARFish clothing pack B
- regular newsletter