

# MID CANTERBURY CRICKET ASSOCIATION INC

*P.O. BOX 105, ASHBURTON*  
*Phone: cell)021 532 393; h)03 307 2829*  
*Website: [www.mccricket.co.nz](http://www.mccricket.co.nz)*  
*Email: [mc\\_cricket@xtra.co.nz](mailto:mc_cricket@xtra.co.nz)*

## POLICY DOCUMENTATION

### SPONSORSHIP

- 1/ The CEO will be responsible for all sponsorship discussions/proposals and should therefore be informed of all potential benefactors
- 2/ The CEO will ensure sponsorship packages are developed and forwarded to potential supporters
- 3/ The CEO will be the sponsor's main contact, but not only contact, where agreed
- 4/ Peripheral sponsorship is encouraged, but must be brought to the attention of the CEO/Board, to ensure no conflict of interest is created
- 5/ The CEO will be responsible for MCCA-Sponsor communications, except in the case of peripheral sponsorship deals and where agreed

Sponsorship is a crucial area in sustaining valuable funds for Mid Canterbury Cricket Association, allowing the association to continually operating effectively. The association wishes to involve as many community supporters as possible and therefore the CEO/Board must be aware of all potential sponsorship arrangements.

Conflicts of interest must be avoided and therefore, all potential agreements must receive Board approval. Breakdowns in communication may cause overlapped arrangements and lead to bad press, which must be avoided at all costs.

MCCA wishes to promote a professionally presented cricketing environment and the matter of sponsorship is crucial, as it is largely responsible for community relationships and our overall portrayal.

Approved by Board

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Review date – May 1<sup>st</sup> 2009

Richard Pithey  
CEO

**President**  
**Mr Bevan Stroud**

**Chairman Board of Control**  
**Mr Dean Harrison**

**CEO**  
**Mr Richard Pithey**