Sponsorship Agreement

WAFL Player Sponsorship Agreement

Between

SPONSOR ("the Sponsor")

and

SWAN DISTRICTS FOOTBALL CLUB (INC) ("the Club")

1.0 TERM OF SPONSORSHIP

This agreement commences on the date the Sponsor completes the purchase of the Player Sponsorship through the Club's official membership website and continues until the conclusion of the 2027 WAFL season, unless terminated earlier in accordance with this Agreement ("the Term").

The sponsorship relates exclusively to the 2027 WAFL season and does not automatically renew for any subsequent season.

2.0 PLAYER RECEIVES:

The Sponsor's contribution directly covers the following for the sponsored player during the 2027 season:

1. 2027 Season registration (pre-season and in-season fees).
2. Club membership.
3. Insurance, subject to the relevant policy terms, conditions and exclusions.
4. Training and playing apparel included in the pre-season and in-season fees.

The Sponsor acknowledges that the Sponsorship Fee is paid to the Club and does not constitute a direct payment to the player, an employment arrangement, or a guarantee of any particular playing time, selection or performance. The Club retains responsibility for administering the player's registration and associated program arrangements.

3.0 SPONSOR RECEIVES:

In consideration of the Sponsorship Fee, the Club agrees to provide the Sponsor with the following benefits during the 2027 season:

a) Two (2) invites to attend the 2027 WAFL Season Launch.
b) Two (2) invites to attend the Swan Districts x Perth Airport WAFL Business Network Luncheon.
c) Two (2) invites to the Swans Sponsor Evening at Mandoon Estate.
d) One (1) Premium Membership, subject to the Club's published membership conditions and entitlements.
e) A digital graphic featuring the sponsored player and the Sponsor's company logo, subject to the availability of suitable player imagery and the necessary permissions.

f) Digital recognition of your player sponsorship through the club's designated digital signage at the club's facilities at Member's Night and selected home matches, as determined by the Club's advertising schedule and available promotional inventory.
g) Business acknowledgement on the club's website, and in one (1) edition of the club's *The Fighting Swan* e-newsletter (which is currently distributed to a database of over 9,000 subscribers).

4.0 SPONSORSHIP FEE AND PAYMENT

The total cost of the Player Sponsorship package is **$1050 (ex GST).**
Payment must be made in full at the time of purchase through the Club's official membership website. The Agreement is subject to successful payment.

5.0 GENERAL CONDITIONS

5.1 Use of Images, Names and Branding

The Sponsor grants the Club a non-exclusive, royalty-free permission to use the Sponsor's business name and supplied logo during the Term and for the purpose of delivering, promoting and acknowledging the sponsorship, subject to the Sponsor having the necessary rights to authorise that use.

The Club grants the Sponsor a limited, non-exclusive, non-transferable permission to use the sponsored player's name and Club-approved photograph solely to acknowledge the sponsorship and for non-commercial promotional purposes associated with the sponsorship during the Term.

The Sponsor must not:

a) Use the player's name, image or likeness in a manner that implies the player personally endorses a product or service beyond the sponsorship arrangement.
b) Use the player's image, name, the Club's name, logo or other intellectual property in a misleading, offensive, unlawful or unauthorised manner.
c) Alter or reproduce Club-supplied branding or player imagery in a way that misrepresents the Club, the player or the sponsorship.

The Sponsor must obtain the Club's prior written approval for any proposed use outside the permissions expressly granted under this clause. All permissions are subject to applicable intellectual property, privacy and publicity rights and any necessary player consent. No ownership of the Club's or player's intellectual property is transferred to the Sponsor.

5.2 Player Performance and Status

The Sponsor acknowledges that there will be no refund or reduction in the fee payable set out in this agreement in the event of injury, illness, deselection or non-selection, suspension, player movement, or any other circumstance that prevents the player from playing for the Club. The Club at its sole discretion may provide a partial refund of up to a maximum of $150 in the event of the Player being advised of non-selection in our WAFL squad prior to the conclusion of pre-season training. In the event of a partial refund being provided, the Sponsor will not receive benefits 3(e), 3(f), and 3(g). All other benefits under clause 3 remain applicable, subject to their terms and availability.

5.3 Entire Agreement

This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or representations related to the sponsorship. Any variation to this Agreement must be agreed in writing by both parties.

6.0 EXECUTION

This Agreement is entered into electronically when the Sponsor completes the purchase of the 2027 WAFL Player Sponsorship through the Club's official membership website, confirms acceptance of this Agreement before completing the purchase, and successfully completes payment.

By accepting this Agreement, the Sponsor confirms that they have had the opportunity to read and understand its terms and are authorised to enter into the Agreement on behalf of the named Sponsor, where applicable.

The Club's electronic transaction records, together with the version of this Agreement accepted by the Sponsor, may be retained as evidence of the transaction and acceptance.