

Fundraising Guidelines

Australian Junior, Under 21 and Under 23 Rowing Teams

PREAMBLE

Rowing Australia (RA) recognises that fundraising activities are an essential element in ensuring that athletes selected in Junior, Under 21 and Under 23 Australian Rowing Teams are able to represent their country.

Whilst RA provides a significant contribution towards these activities and endeavours to assist athletes wherever possible it is primarily through the generous support of the rowing community that our talented young athletes are provided with the financial resources that enable them to compete in under age National Teams.

Whilst RA celebrates and encourages individual fundraising activities, the following guidelines have been established to ensure a consistent approach and to protect RA's branding and intellectual property.

The Australian Rowing Team brand (as represented by the teams themselves) is a property and asset of RA which is responsible for ensuring that this asset is protected, and only associated with organisations that complement RA's values, culture, history and traditions whilst also providing a financial contribution that is consistent with its corporate and market based standards.

These guidelines are designed to protect the brands, properties and values of RA whilst providing a framework within which athletes on Junior, Under 21 and Under 23 Australian Rowing Teams can seek financial support.

FUNDRAISING GUIDELINES

- Individual athletes can promote themselves as individuals, and can promote the fact that they have been selected to represent Australia at the U23 or Junior World Championships, or the Under 21 Trans-Tasman Challenge. Individuals can also undertake fundraising to support the cost of their seat fees.
 - An individual athlete cannot promote him/herself as raising funds for the Australian Rowing Team.
- Individual athletes are able to seek and receive contributions towards their seat fees from individuals and companies, but this arrangement cannot be promoted by the athlete beyond acknowledging the financial support in an appropriate manner as follows:
 - An appropriate acknowledgement of the personal support may include a note on a Facebook page along the following lines: "Thanks to [company] I'm \$200 closer to getting to the World Championships! Thanks everyone for the support - [Post Link to company]"
 - An athlete cannot acknowledge support from any organisation that is a direct competitor with any RA partner
 - In acknowledging support an athlete cannot promote any funds received as a sponsorship and cannot promote an association between an organisation and the Australian Rowing Team by wearing branded clothing or any similar promotional activity
 - Individual athletes and crews may not seek or receive sponsorship for themselves in return for benefits that infer an association with Rowing Australia or the Australian Rowing Team.
- Any donations must be paid to the athlete individually, and any arrangement must be made directly between the athlete and the individual or organisation providing the donation
- If an organisation is interested in sponsoring the entire Australian Rowing Team they should be referred directly to Rowing Australia.