



WESTVILLE OLD BOYS SPORTS CLUB

PO BOX 16 WESTVILLE 3630

POLICY NUMBER 01 W.O.B.S.C. MARKETING , BRANDING AND SPONSORSHIP POLICY

Revision 3
(14/03/2013)

1.Sponsorship

Sponsorship must be in the form of a monetary donation or the donation of necessary equipment or services (ZAR cost value) which would result in a considerable financial saving for the WOBS Project Fund account.

All WOBS logos referred to below must, where applicable, reflect the ratio of blue/red/white of the CLUB colours.

Sponsorship is listed in four categories:

1.1 Major Sponsorship

Sponsorship must benefit WOBS to the value of R50 000 or more per annum. The sponsors will be responsible for all branding costs incurred such as banners, permanent or movable signage, logos on sports kit, prizes or advertisements. These monies will not be deducted from the R50 000 sponsorship to WOBS. The sponsors branding will appear on the WOBS website, the Chairman's Newsletters, the WOBS Sports/Social Club Notifications and at the location of the 1st team Home venue for the duration of the agreed sponsorship arrangement terms

The sponsor will be given preferential advertising on the relevant Team apparel as agreed on in the sponsorship agreement and all these costs to be incurred by the sponsors.

1.2 Corporate Business Sponsorship

Sponsorship between R20 000 and R50 000 per annum. The sponsor would be provided with advertising in the WOBS website, the Chairman's Newsletters, the WOBS Sports/Social Club Notifications Saturday Sports Programmes, at all the home venues for the specific sports season. The sponsor would also receive proportional branding on the relevant 1st team kit. All branding costs to be incurred by the sponsor and will not be deducted from the R20 000 – R50 000.00 sponsorship to WOBS.

Chairman: Neville Walters 082 650 3264

Vice Chairman: Raymond Couch 081 347 7098

Treasurer: Bridget Thorne 082 572 5312

Secretary: Leanne Gibson 082 555 8644



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1.3 BEE/SMME /Micro Sponsorship

Sponsorship between R5000.00 and R20 000/annum. The sponsor would be provided with advertising in the WOBSCL website, the Chairman's Newsletters, the WOBSCL Sports/Social Club Notifications Saturday Sports Programmes, at all the home venues for the specific sports season. All branding costs to be incurred by the sponsor and will not be deducted from the R5000 – R20 000 sponsorship to WOBSCL.

1.4 Sponsors of boards or special projects/needs sponsors

Sponsorships below R5000/annum. Values for sponsor boards will be determined by WOBSCL on an annual or bi-annual basis. Sponsorship values will be determined on a proportional basis. Costs incurred will not be deducted from the sponsorship to WOBSCL.

2. Marketing

2.1 Main Club

The Club will be valid members of the Durban West Tourism Association.(DWCTO)

The Club will maintain an up to date website and email events paging service.

2.1.1. Website – www.wobsc.co.za

Advert space is available on the site as follows(per advert):

Home Page R 950 /pa

Sub-Panels R 500 /pa

Sports Sections R 500 /pa

Note: Acceptance of advert at Committee (S.E.C.)Discretion and not to be in conflict with other advertisers.

2.1.2. Facebook

Free

2.1.3. email

Restricted to W.O.B.S.C. Events and newsworthy feed-back only.

The Club and its executive Team, club members and players will actively market the benefits of the Club



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2.2 Events

The Club will co-ordinate (with sub-sections where applicable) the following

Official Functions

Feb – April - WOB Over 35's Pre Season Football League on Wednesday Evenings.

March/April –WOB 5-a-side Soccer Tournament & Evening Social

November – The Westville Summer Bash & Truckers Party

(in association with Durban West Tourism) -fund raiser for Club Project Fund 100%

3. WOB Project Fund Account

To be determined by the SEC.

3. Sport Sections

3.1 Notice Boards

Honours Board

To be maintained and kept up to date by SEC (Bar/Club Manager)

Sports Sections

Main Club SEC shall provide each sport identity a display board (SA Pine Frame Varnished with Red Veldt backing and front ABS Plastic screen 1800 x 1200 lockable) for sub-section activities, which would include contact details ,membership fees and terms ,fixtures /results and other information for the sole purpose of promoting that sports section in a vandal proof encased notice board under lock & key, of which a spare is in the possession of the S.E.C. of WOBSC .(Bar/Club Manager)

Location of such board is to be agreed with the S.E.C.

Main Club Board

To be maintained by SEC (Bar/Club Manager). Display of Constitution/House Rules, Committee Members etc. to be noted.



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3.2 Functions /Fund-Raising

All sports sections are responsible for their own fund –raising. Approval for this, whether on WOBSCL property or not must be approved by the SEC.

4. Social Section

The Social Section under the control of the Bar/Club Manager shall maintain a vandal proof “Network Contacts Board and a “What’s –On” Board “for the benefit on the Club Members in the Bar Area.

This is to include operational hours, special functions, sports viewing and family days/evenings. This will be maintained neat and controlled at all times and only valid members of the club may advertise in this area.

Bar personnel will have name badges displayed at all times.

Bar personnel to be provided with “uniforms” to give the club bar a more professional look.

5. Special Events

No special events, exclusive use areas or private functions may be held in the WOBSCL Grounds without prior approval of the SEC. These events must be booked & advertised on the Social section “what’s-On” notice board and the WOBSCL Web site 5 days in advance.

6. Private Hire

The Hiring of the Club or its facilities remains at the sole discretion of the SEC

Club Bookings

Please note that this facility is only available to Westville Old Boys Club Members and at the discretion and approval of the club executive committee.

Westville Old Boys Sports Club is a fully licensed venue. (No alcohol may be brought onto the premises.)



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Regrettably No DJ's or Juke Boxes are allowed for private functions due to the close proximity of neighbours.

Function Details	Leigh Cocks Hockey Field	Jimmy Bellows
Non Member		
Kids Birthday Party (Day Time)	A minimum of R500.00 for 3 hours and there after R200.00 per hour	A minimum of R700.00 for 3 hours and thereafter R300.00 per hour
Night Function 6pm-12pm (Less than 60 People) A fee of R500/hr will be charged after 12pm	R1500	R2000
Member		
Kids Birthday Party (Day Time)	A minimum of R400.00 for 3 hours and there after R150.00 per hour	A minimum of R500.00 for 3 hours and thereafter R200.00 per hour
Night Function 6pm-12pm (Less than 60 People)	R1000	R1500
Any function bigger than 60 people will be charged a rate at the discretion of the WOBSC Exco Committee.		

7. Branding

Development through Sports Participation

7.1 Club Colours



Bright White - Pantone 11-0601 TPX



Fiery Red - Pantone 18-1664 TPX



Directoire Blue - Pantone 18-4247 TPX



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7.2 Club Logo



7.3 Corporate/SMEE Advertising Areas (Physical)

Potential Areas Identified

1. Main Entrance to Jimmy Bellows
2. Car Park Bank (Right side of entrance) –Restricted to Indigenous Garden only
3. JB Sports Field Bank (right side of Fields)
4. JB Sports Field Fencing (left side of Fields)
5. Leigh Cocks = Main entrance.
6. St James Avenue – left side of field (double sided)

Advert space is available on the site as follows (per advert – including frame supply, affixing in ground and to board/fence. Advertiser to supply sign complete):

1. Main Entrance- Main Club Advertising Space only.
2. Car Park Bank (Right side of entrance) –Restricted to Indigenous Garden only
3. JB Sports Field Bank (right side of Fields) – R2500 (First Year incl. Frame) then R 1500.00 pa
4. JB Sports Field Fencing (left side of Fields) – Corporate Sponsor –Main Field
R2500 (First Year incl. Frame) then R 1500.00 pa
5. Leigh Cocks = Around Field - R 2000.00 (First year) R 1200 pa renewed
6. St James Avenue – left side of field (double sided) R 3500.00 (First year) R 3000 pa renewed



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7.4 Club Outfits/Apparel

Sporting Code dependant.

7.5 Members

General Membership Fee (all) R 250.00 p.a. (2013/2014) All funds received to be allocated to Parking Security and Lighting measures for safety consideration.

WOBSC Membership cards will be issued & controlled by Club Secretary. These will be required for access and egress control on site. Members will receive 10 % discount on all Bar drinks on presentation of valid Club card.

No Discount for non-members at WOBSC.

No accounts or credit may be given to members or non-members

Credit Card facilities shall be maintained by the Club.(Visa/MasterCard)

(excluding promotions/happy hour)

Members Cards must be produced when requested by Club SEC or Security Officials.

Dual View DSTV Facility controlled exclusively by Senior Bar Member.

7.6 Staff

General Staff

W.O.B.S.C Branded uniforms and identification. Full working uniform.

Bar Staff

WOBSC Branded T-Shirts or similar whilst on Bar Duty with Name Tag

Committee (S.E.C)

Identification and photo's on Club Website & Main Notice Board together with Portfolio allocation.

Approved:..... Approved:..... Date:.....

Club Chairman

Club Treasurer

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