



# SPONSORSHIPS & PARTNERSHIPS POLICY

HikeWest will enter into sponsorship or partnership arrangements with organisations which share our vision of “Better bushwalking for Western Australia” and the following aspirations:

- More Western Australians will participate in hiking/bushwalking as a healthy, environmentally responsible and safe activity;
- Bushwalking organisations will responsibly support the growth in bushwalking activity;
- WA will be increasingly recognised for its range of attractive bushwalking opportunities and quality hiking trails.
- Health and well-being benefits to the general Western Australian community.

Sponsors/Partners may include large and small businesses, other organisations and individuals; and also Member Clubs and other members, separately from their membership of HikeWest.

**Alignment of interests** - HikeWest will not enter into sponsorship/partnership arrangements with any organisation, company or individual whose nature or operations the Board considers represents known or potential conflicts of interest or other risk of misalignment with the aims and interests of HikeWest and bushwalking generally.

HikeWest will not amend its policies or constitution in order to gain sponsorships or partnerships.

HikeWest reserves the right to terminate any agreement if the sponsoring/partnering organisation carries out actions or endorses positions inconsistent with HikeWest policies or values.

HikeWest will not endorse specific products or services, but may allow sponsor advertising about products and services that it believes may be of value or interest to bushwalkers, or that may assist in advancing BWA objectives.

HikeWest Board members will not accept any benefit offered by a sponsoring or partnership organisation that is not available to all club members.

**Sponsorship agreement** - HikeWest will enter into an agreement with each sponsor/partner via the [online form](#) or attached Sponsors Offer (& Acceptance) Form which will specify the amount of an annual contribution, nature of recognition of sponsor on website page/s (normally to be a logo plus link to website and/or Facebook site). The sponsor will be invoiced by HikeWest for the annual contribution amount as per the agreement, at commencement and on each annual anniversary date. The agreement may be terminated by either party at the annual anniversary date.

**Annual sponsoring contribution** - HikeWest recognises sponsors equally. In the case of business sponsors the minimum annual contribution required reflects the particular sponsor’s capacity to contribute, based on turnover:

Business size e.g.	Turnover (\$) (net annual sales)	Annual Contribution (*)
Sole trader/Small business  ↓  Large corporate	0 - 500k	\$250 - 500
	500k – 5 mill	\$500 - 1000
	5 mill – 15 mill	\$1000 - 1500
	15 million upward	\$1500 upward

(\*) BWA Board may adjust the annual contribution amounts at times determined by the Board, but not more often than at annual anniversary date of the sponsorship agreement.

In the case of non-business organisations the minimum annual contribution will be **\$250 (as at March 2023)**.

**Register of sponsors:** HikeWest will maintain a register of sponsors.

**Confidentiality** - HikeWest will not disclose personal information related to members to any third party organisation other than where legally required to do so. Sponsorship agreements will be confidential to HikeWest Board and the other party.

**Potential sponsor/partner benefits to be highlighted:**

- Recognition with display of organisation’s logo on HikeWest’s website and/or elsewhere (on newsletter footers/promotional flyers/posters);
- Be associated with a popular, healthy recreational activity in WA;
- Demonstrate sympathy for protecting the environment in a practical way;
- Opportunities for sponsor’s staff involvement in volunteering;
- Increased business profile within the community;
- Increase marketing reach to a wide audience of bushwalkers in WA.

**1 Attachment >**



**SPONSOR  
PROFILE:**

Please provide up to 50 words of text that concisely summarises the nature of your business and/or your reasons for supporting HikeWest. This can be updated/modified by the business at any time in the future on request.

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**OTHER SUPPORT:** HikeWest also welcomes additional assistance from our sponsors in the form of supplementary funding (or in kind support) of special projects / events / promotions / recognition awards etc.

- Would your company be open to discussing occasional requests for cash or in kind support for specific projects/items from time to time?: YES NO
- Are there any additional/alternative ways in which your company would be willing to assist HikeWest? YES NO  
If **YES**, please advise in what other ways you might be able to help (or don't hesitate to contact President, HikeWest [president@hikewest.org.au](mailto:president@hikewest.org.au) to discuss) :

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**HikeWest NEWS:** Would you like to be added to HikeWest's subscriber list to receive our e-Newsletter?: YES NO

**OFFER form completed for and  
on behalf of the business/org. by:**

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Position: .....

Date: .....

**OFFER ACCEPTED for and  
on behalf of HikeWest by:**

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Position: .....

Date: .....

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**PAYMENT METHOD:** Upon confirmation of acceptance and invoicing by HikeWest, please make payment of the agreed annual contribution amount online by direct deposit to the following account:

BSB:	<b>036-039</b>
Account No:	<b>312567</b>
Account name:	<b>HikeWest Inc</b>
Payment description:	[HikeWest invoice no. + your business/org. name.]