



Student Guild
Griffith University Gold Coast



CULTURAL CLUB RESOURCE KIT 2012

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HOW TO FORM A CLUB

Forming a club is relatively straight forward, however you do need to follow some simple procedures and complete an AFFILIATION CHECKLIST. The requirements for affiliating a club with the Student Guild include the following:

1. SPORT, RECREATION & CLUBS OFFICER

The first step to forming a club is to see the Officer to discuss how to start and run a club and how to become affiliated with the Student Guild. It is against Student Guild policy to affiliate any religious or political clubs, or those associated with any external businesses, national or international organisations.

Contact: Michelle Brown Email: michelle.brown@griffith.edu.au Ph: (07) 5552 8450

2. CULTURAL CLUBS RESOURCE KIT

Read through the entire kit. This has all of the information you need to know about starting a club, administration, benefits, funding and general administration. This is available on our website at www.gugcstudentguild.com.au under "CLUBS", "CLUB ADMINISTRATION."

3. CLUB SIGN-ON DAY

This is held on The Deck at the Link Building during week two (2) of both semesters, and is the best and most successful way to promote clubs to students and sign-up members. The idea is to make the stall as inviting as possible to encourage students to join the club and provide as much information about the club to students.

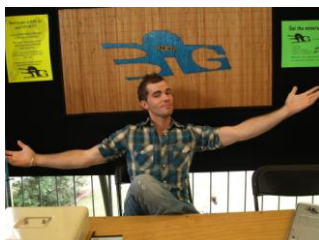
Sporting Club Sign-On Dates for 2012

Semester 1 - 10am-3pm Tuesday 6 March 2012

Semester 2 - 10am-3pm Thursday 2 August 2012

Black Display Panel
2400mm long x 1200mm high

2 x Black Folding Chairs



Trestle Table
1800mm long x 750mm wide

Electricity Optional
(must specify when booking)

What you will need to bring:

- Thumb tacks or stick on Velcro (available from The Book Mark on campus) for posters, flags, etc for display board. DO NOT USE BLU TACK.
- Sticky tape for promotional material onto trestle table
- If electricity is required, you must bring your own power board and/or extension cord
- MEMBER LIST spreadsheet on a computer (highly recommended) or paper
- Pens/ pencils
- Receipt book to record member's name, date, club, amount paid and give a carbon copy to members
- Money tin with change for membership fees

To book a stall and electricity, please advise the Sport, Recreation & Clubs Officer by:

Semester 1 – Friday 2 March 2012

Semester 2 – Friday 27 July 2012

4. MEMBER LIST

Clubs must have at least ten (10) Griffith University Gold Coast student financial members to be affiliated with the Student Guild. To be financial, students must pay at least \$1 to be a member of the club. All clubs must keep their MEMBER LIST electronically up-to-date, and copies are to be given to the Sport, Recreation & Clubs Officer in the AFFILIATION CHECKLIST.

5. RECEIPT BOOK

When students pay a membership fee, they are to be given a carbon copy of the receipt by the club. The receipt must include the students name, club name, date and amount paid. This receipt book is to be cited by the Sport, Recreation & Clubs Officer in the AFFILIATION CHECKLIST.

6. ANNUAL GENERAL MEETING (AGM)

All members must be emailed to organise an AGM within one (1) week after Club Sign-On Day to elect at least a President, Secretary and Treasurer and discuss any activities or events for that year. An **Agenda** must be sent out before the meeting to all members and **Minutes** must be recorded during the meeting. Minutes where club executives were elected must be included in the AFFILIATION CHECKLIST.

7. CLUB DETAILS

Once club executives have been elected, the CLUB DETAILS form must be completed and included in the AFFILIATION CHECKLIST.

8. CONSTITUTION

The constitution is a charter that covers aims, objectives and rules under which the club will operate. It is difficult for a club to run without this statement of unified purpose, which also protects club members and officers. Club's wishing to change anything in the constitution must contact the Sport, Recreation & Clubs Officer. The STUDENT GUILD CONSTITUTION must be completed and included in the AFFILIATION CHECKLIST.

9. MEMBERSHIP EMAIL

An email must be sent to all club members regarding future events, where membership money is being spent and future meetings. The Sport, Recreation & Clubs must also be sent this email which is included in the AFFILIATION CHECKLIST.

10. AFFILIATION CHECKLIST

Go through the AFFILIATION CHECKLIST and electronically complete, print and deliver everything to the Sport, Recreation & Clubs Officer.

Deadline for full financial assistance – 3pm Friday 16 March 2012

Any affiliations received after this date will only receive half funding for the remainder of the year.

Deadline for half financial assistance – 3pm Friday 10 August 2012

No affiliations will be accepted after this date.

11. STUDENT BOARD APPROVAL

The affiliation of a club with the Student Guild is subject to Student Board approval. Once the Board has approved the formation/ continuation of the club, it will be officially recognised as a Griffith University Gold Coast student club that is affiliated with the Student Guild for the given year. Clubs will receive an email from the Sport, Recreation & Clubs Officer once approved.

12. MECU BANK ACCOUNT

When clubs receive an email of approval from the Sport, Recreation & Clubs Officer, club executives must set-up a bank account with MECU on campus.

New clubs – executives must collect an official new account authorisation letter and cheque from the Sport, Recreation & Clubs Officer, and take these to MECU with 100 points of identification (drivers license or passport) and minutes of the meeting where elected, to open a new club bank account.

Continuing clubs – executives must take 100 points of identification (drivers license or passport), an official change of signatories authorisation letter and the minutes of the meeting where elected, to change over signatories to access the account. Club grant cheques must also be collected from the Sport, Recreation & Clubs Officer.

It is then up to the club office bearers to generally run the club as well as encourage other members to be involved in decisions that affect the club. The Sport, Recreation & Clubs Officer will be able to help you with any administration questions and fundraising and sponsorship ideas.

ON GOING REQUIREMENTS

At the end of semester one (1), a CHECKLIST OF REQUIREMENTS for each affiliated club is completed by the Sport, Recreation & Clubs Officer. If these requirements are not fulfilled, the club will be asked to meet with the Sport, Recreation & Clubs Officer and review affiliation for semester two (2).

1. G-SPORT & CULTURE MAGAZINE

This is a Student Guild magazine distributed around the Gold Coast and Southport campuses and on the Student Guild website, which offers clubs the opportunity to promote future events and activities and submit reports and photos. It is compulsory for all clubs to submit a report and photos for every edition listed below. Submissions are to be emailed by the due dates to the Sport, Recreation & Clubs Officer, with photos attached to the email as *jpg* files. No reports will be accepted after the due dates.

ISSUE	CONTENT DUE DATE	RELEASE DATE
April - June	4pm Friday 30 March	Friday 13 April
July/August	4pm Friday 29 June	Friday 20 July
September	4pm Friday 17 August	Friday 7 September
October	4pm Friday 28 September	Friday 19 October

2. STUDENT GUILD WEBSITE

The Student Guild website offers each club their own homepage. This must be kept up-to-date with current club contact details, news and events, all of which can be managed by the club executive. Clubs must see the Sport, Recreation & Clubs Officer to become an editor for their homepage.

3. CLUB MEETING, ACTIVITY OR EVENT

As members pay a membership fee, they will ask where this money is going. Each club must organise **at least one (1)** meeting, activity or event every month.

4. ACKNOWLEDGEMENT OF THE STUDENT GUILD

The Student Guild must be acknowledged as the major sponsor on all club promotional material, events and activities. To acquire the Student Guild logo, a copy is available on the Student Guild website under CLUB ADMINISTRATION. The Student Guild logo must be included on:

- Club websites – logo with a link to the Student Guild website
- Club merchandise – will only be subsidised if includes logo
- Posters/ banners – events/ posters will only be subsidised, supported and distributed if they include the logo

5. REGULAR MEMBER CONTACT

Your main focus is your members, as they are the ones keeping the club alive. Make sure they are regularly informed of club events and activities through emails, the website or newsletters.

NON-FINANCIAL BENEFITS

1. ASSISTANCE AND ADVICE

If you need any help or advice on club administration, fundraising, bookkeeping and marketing procedures, it is the role of the Student Guild's Sport, Recreation & Clubs Officer to support and oversee all sporting clubs.

Contact: Michelle Brown
Address: Student Guild
The Link Building
Parklands Drive
Gold Coast Campus
GRIFFITH UNIVERSITY QLD 4222
Phone: (07) 5552 8450
Fax: (07) 5552 8974
Email: michelle.brown@griffith.edu.au

2. CLUB OFFICE

In the Student Guild next to reception, clubs have access to an office and free use of all its facilities. Club executives must sign-in through the Sport, Recreation & Clubs Officer to access the computer, internet, printer, telephone, fax and photocopier.

3. CLUB PIGEON HOLES

In the Student Guild, outside the Sport, Recreation & Clubs Officer office, are pigeon holes for each club. Clubs are required to check this regularly to collect any incoming mail, bank statements and other information.

4. ROOM BOOKINGS

Club executives can book rooms on the Gold Coast campus through the Sport, Recreation & Clubs Officer. To book a room:

- Give a completed ROOM BOOKING FORM to the Officer
- Forms must be completed at least five (5) days prior to the event date
- Bookings can only be made from 1 February to 30 November
- Use of certain rooms on campus incur a fee
- Cultural clubs can claim 50% subsidy for this cost after affiliation (refer to Page 7)

5. THE PAVILION

The Pavilion consists of a BBQ, beach volleyball court and basketball court, which clubs can use for events and meetings. Bookings for the electric BBQ must be made at the Student Guild with a \$50 deposit. Clubs must bring their own cooking utensils, equipment and food, and a cleaning fee will be levied to the club if the area is not left in a satisfactory state. Refer to the PAVILION POLICY & CHECKLIST for more information.

6. STUDENT GUILD VAN

An 11-seater manual Toyota HiAce is available to hire for club events and activities. This can only be driven by a club executive who has a Queensland manual open drivers licence. To book the van, contact the Sport, Recreation & Clubs Officer at the Student Guild at least 2 weeks before the dates required. Refer to the VAN POLICY & CHECKLIST for more information.



7. STUDENT GUILD SOCIAL EVENTS

The Student Guild organises various social events during the year. All cultural clubs have the opportunity to submit a report outlining why their club should be considered for an event contract. The submission should be clear, concise and take into account club performance in regard to fulfilling Student Guild on-going requirements. If a club has hosted an event previously, the ability to fulfil contract terms and conditions will also be considered. Please ensure your club's submission, should you wish to apply for an event contract, specifies the following (approx 1 page):

- Purpose for fundraising (i.e. how will the club specifically utilise the funds raised by hosting the event)
- Club ability to fulfil contract requirements (i.e. demonstrate the club's ability and/or commitment to ensuring tickets are pre-sold for the two weeks prior to the event, volunteers will be supplied to work on the night etc)
- Club history or any other information illustrating why your club deserves should be awarded the opportunity to fundraise through hosting a social event in conjunction with the Student Guild

The following events are open for tender:

EVENT	EVENT DATE	SUBMISSION DUE DATE
Back To School	Friday 9 March	3pm, Friday 24 February
Toga	Thursday 5 April	3pm, Friday 9 March
Hookers & Deviates	Friday 1 June	3pm, Friday 11 May
Olympic Village	Friday 27 July	3pm, Friday 6 July
Halloween Party	Friday 26 October	3pm, Friday 5 October

The Sport, Recreation & Cultural Committee and/ or Student Guild Board will assess all submissions and award the event contract, based on the above criteria. The Sport, Recreation & Clubs Officer will email the successful club with the event contract and details. Once the contract has been emailed, it must be signed by two club executives and returned to Sport, Recreation & Clubs Officer with a \$200 deposit within two working days. These events are a huge fundraising opportunity, are a great way to bring the club together and give the club the prospect of winning Club of the Year at the Student Guild Awards Night.

8. STUDENT GUILD AWARDS NIGHT

An Awards Night is held every year, where students and clubs are recognised for their achievements throughout the year.

Nominations Due: 3pm Wednesday 3 October

When: 6:30pm Friday 12 October

Where: The Function Centre and/or Uni Bar

Awards: Cultural Club of the Year
New Club of the Year
Cultural Club Administrator of the Year
Most Outstanding Achievement by a Cultural Club
Volunteer of the Year

Refer to the STUDENT GUILD AWARDS NOMINATION FORM for more information.

Each club also receives 3 FREE invitations to the awards night by the Sport, Recreation & Clubs Officer. These will be emailed to club presidents on Friday 14 September 2012. Club executives must RSVP with 3 names by 4pm Monday 1 October 2012.

FINANCIAL BENEFITS

CULTURAL CLUBS

Cultural Clubs are those who share common interests and come together in regular forums to participate in a range of activities. These range from different cultures (Japan Club), academics (Student Law Association) or hobbies (Mithril Hand). It is against Student Guild policy to affiliate any religious or political clubs, or those which are associated with any external businesses, national or international organisations.

1. CLUB GRANT

- 1.1. Once the club has been approved the Student Board, affiliated clubs receive a once a year grant. The more financial members the club includes on the MEMBER LIST when affiliating, the larger the grant the club will receive.
- 1.2. Payment of club grants for new and continuing clubs will be made via cheque. All club executives must collect the grant cheque from the Sport, Recreation & Clubs Officer when notified it is available for collection.
- 1.3. At the end of semester one (1), an audit will be completed on each club's MECU account and the level of activity assessed. Any club that has not expended their club grant by the end of semester one (1), will be called to a meeting with the Sport, Recreation & Clubs Officer before allowed to continue in semester two (2).

NUMBER OF MEMBERS	AFFILIATED BEFORE 18 MARCH 2011	AFFILIATED BETWEEN 18 MARCH - 12 AUGUST 2011
10 - 30 financial members	\$75	\$37.50
31 - 60 financial members	\$125	\$62.50
61 or more financial members	\$200	\$100

2. CLUB SUBSIDY

- 2.1 The Student Guild subsidises 50% of club expenses on eligible items (included in this section). The maximum subsidies for each club for one (1) year are:

NUMBER OF MEMBERS	AFFILIATED BEFORE 18 MARCH 2011	AFFILIATED BETWEEN 18 MARCH - 12 AUGUST 2011
10 - 30 financial members	\$350	\$175
31 - 60 financial members	\$450	\$225
61+ financial members	\$550	\$275

- 2.2 To apply for subsidy, clubs must complete a CLUB SUBSIDY FORM, with

- Details of expenses
- At least 50% of the expense already paid
- Be in possession of all original invoices and receipts for expenses
- Minutes of the meeting where funding was endorsed by the club
- Signatures of two (2) club executives

- 2.3 If items are approved for subsidy, payment will be made via cheque. All club executives must collect the subsidy cheque from the Sport, Recreation & Clubs Officer when notified it is available for collection.

2.4 CLUB SUBSIDY FORMS will NOT be accepted after 30 November.

2.5 Items eligible for subsidy:

- Administration expenses – photocopying, postage, audio-visual equipment hire, stationery, fax expenses etc.
- Seminars/Conferences expenses - guest speaker fees (the club must be conducting the conference), refreshments (non-alcoholic), travel, registration fee (executives must outline the benefits that would be gained by the club and the university as a result of the club member/s attendance).
- Uni Bar, Function Centre and Group Exercise Room Hire charges – These facilities are available for hire at a discounted rate to clubs who wish to hold events or functions. Clubs must book through the Sport, Recreation & Clubs Officer.
- On-campus room bookings – The use of data/video projectors in Griffith University Gold Coast rooms now incurs a fee (refer to Page 6).
- Non-campus functions - Room hire, catering and entertainment (non-alcoholic).
- Equipment - Any equipment purchased by the club will remain the property of the Student Guild if the club discontinues.
- Promotional items – Club banners, posters, t-shirts or items which include the Student Guild logo.

3. ITEMS EXCLUDED FROM FUNDING

3.1 The Student Guild will not subsidise expenses for items of a discriminatory nature, e.g. racist, sexist, political, religious, alcohol or any activity that the Sport, Recreation & Clubs Officer believes does not conform to the objectives of the Student Guild as written in the Constitution.

3.2 No applications for funding or subsidy will be accepted after 30 November of the year the expenditure occurred.

WARNING: Funding relies on the honesty and integrity of club executives and members to provide the true and correct information relating to club finances. Any breach or misuse of funding will be taken seriously. Club executives may be held liable for any misappropriation.

CLUB ADMINISTRATION

1. FINANCES

Griffith University Gold Coast Student Guild operates its finances on a calendar year basis. Clubs are required to finalise books and payments for the year by November 30. No outstanding payments or allocation of funds will be made for the previous year after this date. The financial accounts and reporting of club activities do not have to be complex. They should however be accurate, consistent, timely, and reported regularly to the executive committee.

1.1. General Book Keeping Rules:

- All monies received must be receipted and banked as soon as possible
- Information on receipts must include the members' name, club name, date and amount paid
- Supporting documentation for all payments must be kept (e.g. invoice or receipt)
- All bank statements must be kept

1.2. Changing Bank Account Signatories:

When the officer bearers/ executives of your club change, it is necessary to change the signatories at MECU. To change the signatories:

- Notify the Sport, Recreation & Clubs Officer and provide a copy of the club minutes of the meeting where new executives were elected. The Sport, Recreation & Clubs Officer will then provide a change of signatories authority letter to be taken to MECU with; 100 points of identification – drivers license or passport.

2. GUIDELINES FOR EXECUTIVES

A committee elected by its members administers each club. The exact composition and responsibilities of the club committee are established via the club constitution. Clubs must have a President, Secretary and Treasurer on their Executive Committee as a minimum. Ensure that your club is aware of the various skills members have and allocate tasks accordingly. Whatever the skill, each member in the right role will be an invaluable asset to the club's overall structure and functioning.

2.1. President

- Act as a chairperson/ manager to oversee/ co-ordinate activities and administration of the club
- Knowledge of the club constitution, rules and duties of executives
- Manage the committee and annual general meetings
- Check emails, submit club reports to the G-Sport & Culture magazine and keep website up-to-date

2.2. Treasurer

- Oversees financial side of the club
- Prepare budget and financial reports for committee meetings and plan the club's financial future

2.3. Secretary

- Maintain accurate records of club activities
- Prepare agendas and notify all club members at least one (1) week before committee meetings and AGMs
- Record minutes during meetings, transfer electronically and email to members

3. PROMOTION

3.1. Posters

Posters must include the Student Guild logo and are to be stuck on the student noticeboards provided around university. If you would like them to be placed behind the glass noticeboards, give copies to the Sport, Recreation & Clubs Officer. They are not to be stuck on walls or doors.

3.2. Club Newsletter

A great way of informing your sponsors and members of club achievements and activities is through a regular club newsletter. Your club newsletter can be developed as a hard copy and/or email document and should be distributed at set dates during the semester or year.

3.3. Club Merchandise

Developing club merchandise can serve as a fundraising venture as well as an activity for increasing club awareness. Club merchandise which has worked well in the past includes t-shirts, caps and stubby coolers. The Student Guild logo must be included to receive subsidy for merchandise. The Griffith University logo MUST be approved for use and CANNOT be altered in anyway. For approval, please provide draft artwork to the Sport, Recreation & Clubs Officer.

3.4. Club Emails

Club emails are recommended through a hotmail or Gmail account. Make sure you pass on the details and password to continuing executives for the following year.

3.5. Advertising Ban on Drink Promotions

When designing any type of promotional material, DO NOT include the words: drinks, drinks package, drink prices, happy hour or anything which promotes alcohol. This legislation is through the Queensland Liquor Licensing Division (refer to ADVERTISING BAN ON DRINK PROMOTIONS) and will result in hefty fines for you, your club, the Student Guild and the venue where your event is being held.

4. EVENTS

Holding club events or social functions are not only a great way for members to socialise, but to build profile and fundraise for your club. Social functions can range from club BBQs, a night at a preferred hotel or nightclub, a social game of sport, mid and end of season functions or even a weekend getaway. Social functions not only build team spirit but also attract new members.

Clubs can hire the Uni Bar or Function Centre at a discounted rate for club events. Club executives must book through the Sport, Recreation & Clubs officer at least one (1) month prior to the proposed event. The Unifitness Group Exercise Room is also available for hire. For initial inquiries or to obtain a booking form, see the Sport, Recreation and Clubs Officer.

Club events must be approved by the Sport, Recreation & Clubs Officer to prevent clashes with any other events and ensure all promotion regulations are followed.

4.1. Selling Tickets

When selling tickets for events please contact the Sport, Recreation & Clubs Officer one (1) week prior to the selling date. Tickets are only to be sold around the Link Building and all tables and chairs MUST BE RETURNED before 4pm that day.

4.2. Chalking

Chalk is only allowed to be placed on the pavement in front of the space that the club is selling tickets from. Anywhere else around the university is not our property and the club will be fined by security.

5. FUNDRAISING

- List what you will need extra cash for during the year (equipment, functions etc)
- Research the costs of each item
- Set goals on a monthly/quarterly basis, i.e. We want to raise \$500 by June
- Plan fundraising activities, which will help you realistically reach these goals. Remember to take into account any costs incurred by the activity itself
- Assign implementation actions to committee and club members and ensure that they are carried out

6. SPONSORSHIP

There are many reasons an organisation may wish to sponsor your club. These may include:

- To give the company name exposure and specifically reach their target market audience.
- Enhance the image of the company/service/product.
- Directly increase customer base and sales.

6.1. Proposal Letter

The first step in securing a sponsorship package for your club involves writing a PROPOSAL LETTER specifically for the potential sponsor. By keeping the above points in mind when preparing a proposal, you are likely to outline the maximum benefit to your potential sponsor. Your proposal letter should include the following:

Opening:

- Date the covering letter and proposal
- Who the proposal is from - including a name and contact telephone number in case there are any queries
- To whom the proposal is addressed, full name and title. Ring ahead to confirm spelling.
- Briefly introduce the club and its affiliation with the Student Guild. Present a positive image of the club and outline how the company can benefit from an association with it.

Background:

- Give brief statistical details of the club, - size, membership, age, income, occupation etc.
- Give brief examples of successful club activities and services

Benefits you can offer:

- Consider publicity, discounts, media coverage, and opportunities for product or services sale.
- Show how the company's image can be enhanced through being associated with your club, e.g. advertising, acknowledgements, slogans, and awards.

Your reasonable requests:

Be practical when determining a realistic sponsorship 'price' in return for the benefits you are offering. Make sure you consider:

- Amount and type of sponsor exposure.
- Audience potential to sponsor - who and how many people can you market to.
- Compatibility of the sponsor and the club's activities.
- Potential for sponsor to increase customer base or/and public image.
- Size of sponsor's PR budget and current promotional commitments they may have.
- Opportunities for sponsor to extend their exposure in the future.

6.2. Meeting To Seal The Deal

To secure a sponsorship, nothing can replace the personal touch of a presentation by your club to the organisation. It is important to remember that the people you approach are dealing with clubs and organisations requesting money every day. If you are trying to scam them they will pick it immediately. If you know your club, believe in what you are offering, your genuine interest and sincerity will be convincing. Once you have a meeting date the most important thing is GET THE RIGHT PERSON FROM YOUR CLUB TO PRESENT IT!

6.3. Receiving Money

If you receive any money from a sponsor they will ask you for an invoice with your ABN. As your club is not incorporated and is a sub entity of the Student Guild, you do not have an ABN.

In this case, you must:

- Complete a STATEMENT BY A SUPPLIER FORM or download one from the Australian Taxation Office website at www.ato.gov.au.
- Attach an invoice for the quoted amount. See INVOICE TEMPLATE (available online).

6.4. Keep The Sponsor Up-To-Date

- Provide them with tickets to your sporting, recreational and social events.
- Send copies of newsletters, advertising and promotional material.
- Keep a scrapbook or log of what support you offer the sponsor during the year for future reference (encourage sponsorship for the next year).
- Display sponsor's name on uniforms, clothing, club equipment etc.
- Offer the sponsor opportunities to market their products/services at club level.
- Include sponsor's name on trophies and promotional material.
- Encourage club members to support your sponsors business wherever possible.
- Acknowledge your sponsors support via announcements at club events and prominently display their name.
- Write a thank you letter. Offer praise to particular individuals within the company who may have provided lots of advice or assistance. Ask them if they were satisfied with the level of service the club provided to them. This feedback will be valuable for future sponsorships.
- Acknowledge the sponsor's assistance at your end of year function and send them a ticket and encourage them to attend so that you can thank them again in front of everyone.