

RMGC Policies & Procedures

Policy #13: Sponsorship

A. Introduction

The RMGC draws a clear distinction between business and charitable donations so that it can be shown to benefit as a commercial operation from business clients while the membership in general can be shown to benefit from competition sponsorship.

B. Definitions

A 'Sponsor' is defined as an entity, private or corporate, that enters into an agreement with the RMGC to donate goods or cash to fund a competition run for the benefit of members, especially:

- a commercial organisation that pays all or part of the cost of putting on a golf event with the clear understanding that it is associated with just one such event
- a person or group that donates money for a specific activity on a charitable basis as a donation for fund-raising.

A 'Business Client' is defined as an entity, private or corporate, that enters into a business agreement with the RMGC to provide marketing, advertising or PR opportunities, or to hold private functions or golf events using RMGC facilities on a commercial basis.

Whether sponsorship or business partnership, the amount received is subject to V.A.T which cannot be reclaimed by RMGC. However, a donation to the RMGC whereby the donor does not expect a return in kind is not subject to V.A.T

C. General

The RMGC derives income from its business clients through commercial marketing. This can cover hosting advertising on the golf course, on the website or on the TV monitors in the clubhouse; or by holding business functions on RMGC premises. Sponsorship income from individuals and businesses is welcomed to provide extra support for the golf competition calendar.

The RMGC understands that sponsors hope to gain the benefits of increased corporate or brand awareness as well as stimulated sales in return for their sponsorship. They also wish to build relationships and create goodwill or demonstrate their corporate social responsibility.

D. Competition Sponsorship

In exchange for a fee, or goods, or services provided by a sponsor, the RMGC will provide prizes or rewards to golfers in Men's, Ladies', Mixed or Junior Competitions, which are part of its normal competition calendar. Golf equipment, clothing and memorabilia can only be provided through or with the prior agreement of the Pro Shop.

RMGC Policies & Procedures

Sponsors can benefit from their sponsorship by brand association with our popular sport, by developing news that can be used as a public relations tool or by communicating information about their products or services, indirectly or temporarily, to the club's membership. If sponsorship extends beyond this definition, it becomes part of the normal marketing and business activity of the RMGC and is charged accordingly and separately.

E. Practical Implementation

The RMGC balances the interests of members with a wider commercial interest to represent the sport of golf for local and international visitors and tourists as a unique facility in Malta. We offer different audiences for sponsorship: the total membership and all visitors to the golf clubhouse and course, the Men's, Ladies', Juniors' and Rookies (or beginners') sections, also those receiving golf tuition from the club's professionals. A sponsor or business client may wish to target all of these audiences or any one, or a combination.

A sponsor or organisation wishing to use the RMGC for any type of promotional activity is recommended to communicate in the first instance with the General Manager who will liaise on their behalf with the appropriate section(s) of the club.

Once an agreement is reached, a written contract that describes clearly the terms and conditions with start and end dates must always be signed by both parties. This must be retained by the RMGC Office and relevant committee.

Individual members or members of the various club sub-committees are welcome to seek and encourage sponsors and sponsorships from their own contacts in the wider business community provided they inform the General Manager and the RMGC Marketing Committee in advance to ensure that clear communications prevail. The list of products and services offered by the RMGC is shown below.

The Captain's Committee, the Ladies' Committee, the Rookies' Section Leader and the Head of the Junior Academy may all make decisions pertaining to sponsorship within their own areas of activity and must decide what is acceptable to them as sufficient competition funding. However, each of these sections must operate transparently and responsibly and should report all such sponsorship in the first instance to the Club Captain and then to the Marketing Committee and General Manager who maintains a list of recommended charges for the different types of competition sponsorship.

All competition sponsorship must be used solely for the provision of prizes or competition rewards (which can include lunches for participants). If a sponsor indicates he would like to pay for an improvement to the course or club facilities in any way, this must be treated as a commercial activity to be discussed and agreed with the General Manager. Major sponsors or Business Clients may be entertained by the BOM with a limited amount of food and drink at sponsored events where income is mainly assigned to the BOM for commercial purposes.

RMGC Policies & Procedures

F. Products and Services

The products and services offered by the RMGC can be a mix of physical advertising and media opportunities, special programmes or packages for tourists and visitors, professional golf tuition packages and new member programmes. All are classed as commercial business activities which a competition sponsor may use for his advantage, but separately from his competition sponsorship.

Income under the heading **Sponsorship of Golf Tournaments for RMGC Members** on the Products and Services List below is assigned to the relevant committee for its use in purchasing prizes or rewards in competitions, whereas all other income is assigned to the BOM to use for commercial purposes. The General Manager and the Marketing Committee will decide on the appropriate income value to assign to members tournaments, in relation to the overall value of the sponsorship, with the agreement of the various sections.

RMGC Policies & Procedures

The RMGC can offer:

On Course Advertising and Promotion

- Advertises on Individual Tees or Groups of Tees or per bay of the Driving Range
- Corporate Logos on Flags & Tee Markers on both competition or other days
- Scorecard Advertising – there are frequent 20k print runs
- Use of the Course for specialist photography, filming or product placement.

Media Communications

- Selected mailings to members who have opted in to receive mail from third parties (General Data Protection Regulation requirements)
- Regular promotions on TV displays in clubhouse
- Distribution of advertising literature
- Banner adverts on the RMGC website – see www.royalmaltagolfclub.com
- Links to/from the RMGC website, Facebook, Twitter and other social media
- Specially arranged public relations activities such as interviews with Golf Champions.

Exclusive Use of Course, Driving Range, Clubhouse Function Rooms for Private Tournaments and Functions

- Single half day golf tournament for members and guests – **not** part of current golf calendar
- Use of Golf Course, Range or Practice Areas, or Clubhouse for Special Functions – new product launches, cocktail receptions, sales and marketing or guest hospitality events.
- Access to special teambuilding or staff development activities with our golf professional or our teambuilding partners 'Made You Think'.

Sponsorship of Golf Tournaments for RMGC Members

- Single day golf tournament – as part of current golf calendar: Thursday (Ladies), Saturday (Men) or Sunday (once a month, Juniors)
- Repeat day golf tournament over a season or 2/3 days for 'major' golf tournament – as part of current golf calendar
- Access to and use of clubhouse and golf course for a range of **temporary** pop-ups, signage or promotions during a sponsored competition
- Company promotion to all competitors at prize-giving ceremony and presentation of prizes and trophies to winners.

Further benefits and rewards for a Business Client or Tournament Sponsor:

- Invitations to major events organised by the RMGC or by other high-profile golf clients
- Corporate membership(s) commensurate with sponsorship value

Prepared by BOM: 17th March 2015

Last reviewed by BOM: 16th May 2018