**Application Form**

**Temporary renaming a sports ground**

The Colac Otway Shire allows sporting clubs to apply for conditional approval to temporarily rename sports grounds on Council owned and/or managed reserves, in connection with sponsorship naming rights, and in accordance with the *6.5 Temporary Naming of Sporting Grounds Policy*. The policy is available on the Colac Otway Shire website [here](https://www.colacotway.vic.gov.au/Council-the-shire/Council-policies)

Please attach the completed form to an email marked for the attention of the Arts and Leisure Department and send to [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au)

Fields marked with **\*** are required

**Temporary sports ground renaming conditions**

All of the following conditions must be adhered to for the temporary renaming to be considered:

1. Naming rights are limited to sports grounds only;
2. The Naming Rights Sponsor should be the applicant tenant’s top tier sponsor. The appropriateness of the financial consideration shall be negotiated with Council officers considering industry benchmarks;
3. The term of the sponsorship is limited to the term of the club’s licence/lease agreement over the sports ground;
4. The proposed name of the sports ground should **not** be offensive or discriminatory in any way;
5. Funds raised are allocated to sports development or facility development, and are specifically **not** permitted to be allocated to player payments;
6. All tenants that use the renamed sports ground during the period of the sponsorship share in the proceeds;
7. The proposed sponsor is **not** associated with alcohol, cigarettes (including tobacco products) or gambling;
8. The sports ground is referred to by the approved ‘sponsored name’ in club, association, competition or league promotions and marketing only;
9. Any signage installed must meet Councils *Recreation Reserve Advertising Signage Guidelines* and be approved by Council;
10. The terms of the temporary renaming of a sports ground may be reviewed by Council at any time;
11. Where a facility has multiple tenants within a season, written agreement between the tenants for the sponsorship to occur must be provided to Council;
12. All costs relating to the sponsorship and adhering to this procedure are to be borne by the applicant tenant;
13. The applicant tenant **must** indemnify Council against any loss should Council revoke the approval of the temporary renaming of the sports ground;
14. Sporting clubs will be required to acquit for sponsorship income generated by the temporary renaming of a sports ground to show that the conditions listed above are being met. Council may also ask a sporting club to confirm that other relevant guidelines and policies are being met in connection with the temporary renaming agreement.

**\***You agree to abide by the conditions for the temporary renaming of a sports ground.

*If any of these conditions are not met, Council reserves the right to remove the naming rights and any associated signage. All costs will be borne by the applicant.*

**Reserve or sports ground**

**\***Reserve name



**\***Description of facility or ground to be temporarily renamed

For example:  Oval, Grand stand, Court etc.



**Sponsorship**

**\***Sponsorship organisation name



**\***Is this the club's top-tier sponsor?

Yes  
No

**\***Proposed temporary name of the sports ground



**\***Amount of sponsorship per annum ($)



**\***Sponsorship term start date



**\***Sponsorship term end date



**\***What will the sponsorship income generated from the temporary renaming of the sports ground be used for?

(See condition 5)



**Club details**

**\***Name of club



**\***Contact name



**\***Email



**\***Phone



**\***Postal address



**Acquittal conditions**

* Sponsorship income from temporary renaming of a sports ground must be used on sports development or facility development and is **not** permitted to be used for player payments.
* An annual acquittal is required for the term of the re-naming. Temporary Renaming of Sports Grounds – Acquittal Form must be submitted within 12 months of the date of approval of this application to [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au) marked for the attention of the Arts and Leisure Department.
* The sponsorship arrangement must be noted in the club/community group’s annual financial report.

**\***You agree to abide by the acquittal conditions regarding the temporary renaming of a sporting ground.

The collection and handling of personal information in this form is carried out in accordance with Council’s Information Privacy Policy.