

# Brisbane Hockey Management Group Inc

## (BHMGM)

### Sponsorship Signage Policy

BHMGM Inc runs the Brisbane North Hockey Centre, Burringbar Park. To improve and grow the facility we encourage hockey clubs, corporate citizens, and businesses to display their signs on the turf field fences (both turf fields).

#### **TURF FENCE SIGNAGE:**

- a. Fence Panels are approximately:  
BP1: 1.900m (l) x .820m (h)  
BP2: 1.680m (l) x .880m (h)
- b. Sponsors are to produce and pay for their sign. Our preferred sign writer is Brandi Projects (Conrad Herwig) 3865 2534 if required.
- c. The sign to be constructed of durable material that will not shatter and cause debris or a risk of injury. Metal with rubber backing, Aluminium Composite Material (ACM), canvas or mesh are acceptable.
- d. Positioning will be based on available sites.

#### **FENCE SIGNAGE COST (inc. GST):**

- a. Annual cost per fence panel is **\$440.00** GST Inclusive.
- b. Annual fee invoiced in January of each year.
- c. New Sponsors will pay a pro-rata rate from the time of approval to December 31<sup>st</sup>.
- d. Established Sponsors will be contacted in October each year to confirm their commitment for the following year and invoiced in the following January.

#### **SCOREBOARD SIGNAGE:**

There is space for 4 signs on each scoreboard, with one sign space on the BP2 scoreboard free to BHA as the group that donated the scoreboard. The other 7 sign spaces can be filled as per this policy and booked as follows:

- a. Annual cost per scoreboard panel is **\$550.00** GST Inclusive.
- b. Annual fee invoiced in January of each year.
- c. New Sponsors will pay a pro-rata rate from the time of approval to December 31<sup>st</sup>.
- d. Established Sponsors will be contacted in October each year to confirm their commitment for the following year and invoiced in the following January.

## **PROCESS:**

- a. To have a sign put up at the facility, the Sponsor must apply in writing to the BHMG Secretary [secretary@brishockey.org.au](mailto:secretary@brishockey.org.au) or via the form on the website <http://www.brishockey.org.au/pages/contact-us/signage-enquiry.php>, requesting a site on the fence accompanied by a sign graphic for approval.
- b. Once approval has been given by the Board, the Sponsor will be invoiced for the approved sign.
- c. Once payment has been made the approved sign can be produced and delivered and will be installed by the Facility Supervisor.
- d. The cost to produce, repair or replace any sign is at the Sponsor's cost.
- e. Any sign not paid for will be removed.
- f. No sponsorship signs are to be located on the buildings.

## **GUIDELINES FOR APPROVAL OF SIGNAGE:**

Signage containing the following content will not be approved or displayed at the Brisbane North Hockey Centre, Burringbar Park:

- Inappropriate or offensive content.
- Racial, sexual, religious, or other form of discriminatory content.
- Negative personal comments on any official, player, supporter, or any other person.
- Promotion of other sports which directly compete with Brisbane hockey, excluding sports which are played at Burringbar Park.

Signage containing the following content will require prior approval by the full Board of BHMG:

- Signage by businesses or organisations which may bring disrepute on BHMG and its joint venture partners, Brisbane Hockey, or the sport of hockey in general.
- Signage by organisations seeking free or discounted/in kind signage at Brisbane North Hockey Centre, Burringbar Park.
- Any signage which does not have full agreement of the President, Vice President, and Secretary of BHMG.

All other signage can be approved by full agreement of the President, Vice President, and Secretary of BHMG Inc.

## **SIGN PLACEMENT**

- Facility and Government Support signs to be placed on the outside of the BP1 fence at the northern end, facing the main seating area.
- Club signs to be on the inner fence of BP1 (and BP2 when requested), facing the clubhouse/facilities building.
- Sponsors signs by negotiation and available space.