



## **Speedcubing Ireland Sponsorship Policy**

### **Policy Scope**

This policy outlines the approach that Speedcubing Ireland takes to selecting and working with potential sponsor(s). Speedcubing Ireland may decline to offer sponsorship at a particular event.

### **Website Sponsorship**

Sponsors may choose to sponsor the Speedcubing Ireland website and have their information and/or a link to their own website displayed. This will be negotiated on an annual basis, similar to a subscription service. This is not open to exclusivity. All details to be decided on a case by case basis.

### **Routine Competition Sponsorship**

Sponsors may sponsor competitions in a number of ways:

- Providing a financial contribution to Speedcubing Ireland (preferred).
- Providing competitor materials or prizes.
- Promotion of the event via their social media platforms.
- Other means to be decided with Speedcubing Ireland when negotiating sponsorship.

The selection process has been decided with fairness and timely selection in mind. The selection process will be as follows:

1. The routine sponsor list is emailed to say that a competition(s) is available for sponsorship and a bidding period opens.
2. Each sponsor has the opportunity to make one private bid only.
3. The highest bidder wins the sponsorship opportunity for that competition, and this amount is disclosed to the other bidders. Any losing bids will not be disclosed.

While the bidding period is open, only the Speedcubing Ireland Treasurer will be able to view the bids. Once the bidding period has ended, the Treasurer will publish the winning bid amount to all parties. A sponsor may decide to reveal their bid amount at their own discretion.

The bidding period ends once the bidding deadline has passed, or all sponsors have made their bid, whichever is sooner. In the event of exceptional circumstances, Speedcubing Ireland may pause or extend the bidding period at their discretion.



When a competition is ready to accept sponsorship bids, an email communication will be sent from Speedcubing Ireland to the list of potential sponsors. This email will outline what the competition details are. These details include, but are not limited to;

- Competition Location
- Competitor Limit
- Competition Dates
- Proposed Competition Name
- Whether this is a speciality competition (for example a blind-specialist competition)
- Entitlements of winning sponsor
- Deadline for submitting a bid
- If there is a minimum bid, and what this amount is

Sponsors may request additional information.

### **Title Sponsorship of a Competition**

Speedcubing Ireland recognises that competition naming rights offer increased value to sponsors. Additional sponsorship terms will be required for this benefit. Should a sponsor wish to have naming rights of a competition, this must be declared at the start of the bidding period. Additional sponsorship terms, in addition to the base bid may be set by Speedcubing Ireland for naming rights. Speedcubing Ireland will work with the sponsors on a case by case basis to negotiate terms of this sponsorship.

Should one sponsor declare the interest in attaining title sponsorship for a competition, other sponsors may rescind any existing bid for this competition.

Speedcubing Ireland may select a sponsor for a series of competitions or for one particular competition at a time. This will be decided on a case by case basis.

Speedcubing Ireland will favour sponsors that best align with the interests and ethos of Speedcubing Ireland and reserves the right to decline a bid from a conflicting body.

Due to the special nature of some competitions, including but not limited to the Irish Championships, or competitions that Speedcubing Ireland organises outside the country of Ireland, the sponsorship selection process may be different. Speedcubing Ireland reserves the right to use an alternative selection process where needed and may not initiate a bidding system. Speedcubing Ireland may also decide to host a competition with no sponsor.



**The Routine Competition Sponsor Selection List**

A potential sponsor can request to be added to the list of routine competition sponsors by contacting Speedcubing Ireland via email. Speedcubing Ireland reserves the right to remove a sponsor from this list at short notice.

**Sponsor Expectations**

Sponsors will sign a contract outlining their expectations. This may be done on an annual basis or a per-competition basis, to be decided on a case by case basis.

**Publication of Policy**

This policy is available for public viewing on the Speedcubing Ireland website.