



# Partnership Agreement Between

**Sport SA**

and

Your company/Organisation



THE SOUTH AUSTRALIAN SPORT  
HALL OF FAME

## About Sport SA

**The South Australian Sports Federation Incorporated (Sport SA)**, the peak sports industry professional association for all South Australian sports was established in 1991.

Sport SA is a non-government, not for profit organisation providing industry advocacy, training and professional support to member groups and affiliated bodies.

Members and affiliates comprise:

- state sporting organisations
- sporting industry associations and clubs
- commercial sports organisations
- local government
- organisations associated with the sporting industry
- Individuals working in the sports industry

Sport SA's key functions are:

- to provide a united voice for South Australian sports organisations and industry to lobby government and advocate on important issues affecting our member organisations
- to act as a Training Organisation facilitating sports administration and management training opportunities to meet the needs of our industry
- to provide networking and professional learning opportunities for knowledge sharing and to build the capacity and capability of the industry
- to assist in resolving issues as they arise within sporting industry, through the state sports dispute centre
- to encourage participation and celebrate sporting achievements through the South Australian Masters Games, Members and Partners Breakfast and South Australian Sports Awards, incorporating the South Australian Hall of Fame
- to provide the Sport SA Industry Skills Centre - a key facility for industry training and also an excellent venue for sports organisation needs for training, governance and development activities.

**Patrons:** Her Excellency the Honourable Frances Adamson, Governor of South Australia and Mr Rod Bunton.

### **Sport SA is a member of:**

Sport SA is a member of Community Sport Australia Ltd. (formerly known as: ASSFA - Australian State Sports Federations Alliance) with our interstate counterparts; [Sport NSW](#), [VicSport](#), [QSport](#), [WASports Federation](#) advocating, representing and elevating key matters pertaining to our members at a national level.

As part of Community Sport Australia, Sport SA is also a partner of [Sport Australia](#).

# **PARTNERSHIP AGREEMENT BETWEEN YOUR ORGANISATION AND SPORT SA.**

## **1. RECITALS**

This document confirms the agreement between organisation and The South Australian Sports Federation (**Sport SA**) in respect to a three-year partnership arrangement.

## **2. ORGANISATION BENEFITS**

### ***Platinum/Naming rights partner***

For the duration of the partnership Sport SA agrees that the organisation will receive the following:

#### **2.1 Major Events; South Australian Sport Hall of Fame (February/March) / Festival of Sport (May)**

##### **South Australian Sport Awards (Nov)**

- Promotion as a naming partner
- Announcement of organisation and display of the company logo on promotional material for the event
- Company logo featured on the vision screen
- Company logo featured in the Program Booklet – individually and collectively with other partners
- Company logo featured on the Media Wall – individually and collectively with other partners
- Ten VIP Tickets to the event with a high profile position of table, close to dignitaries and Hall of Fame inductees
- Discounted additional (member priced) tickets to the event
- Opportunity for signage to be displayed at the event (signage to be supplied by the organisation)
- Company logo displayed on the Hall of Fame Gallery in a high traffic area at the iconic Adelaide Oval (with the exception of International cricket fixtures)

#### **2.2 Pre-award night benefits for your organisation:**

- Business profiling in our Sports Connect-e Newsletter
- Opportunity to promote your products and services in Sports Connect-e Newsletter and all social media platforms Up to four times per year
- Recognition of organisation on the Sport SA website and landing page that connects to the organisations website
- Promotion of organisation through Sport SA social media channels at least four times per year

#### **2.3 Industry conference (Festival of Sport) or members event e.g. CEO Roundtable**

- Company logo featured on the vision screen – individually and collectively with other partners
- Company logo featured in the program
- Opportunity to present to attendees and promote organisations products and services at the event

#### **2.4 Member Networking / Training Event**

- Company logo featured in all publicity and material for the event;
- Opportunity for signage to be displayed at the event (signage to be supplied by the organisation)

- Opportunity to present to attendees and promote organisations products and services at the event

## **2.5 General Promotion, Recognition and Benefits**

- Organisation to be recognised as the 'Official (appropriate category) Partner' of Sport SA
- Media announcement of partnership
- Organisation logo featured on the Sport SA website – linked to companies website
- Organisation logo featured in the Sport SA Annual Report
- Organisation logo to be included in every Sports Connect e-newsletters
- Organisation to be provided an opportunity to provide two advertorial per annum for distribution in e-newsletter
- Organisation to be provided with Sport SA data-base of up to 180 members (opt out option to be provided to members) for the purposes of promotion and marketing
- Organisation to be invited to attend any member's forum or event
- Individual referrals and introductions to CEO's of nominated Sport SA members (Members negotiated between parties)
- Referrals to Sports Federations in NSW, QLD, VIC and WA

## **3. Gold partner**

For the duration of the partnership Sport SA agrees that the organisation will receive the following:

### **3.1 Major Events; South Australian Sport Hall of Fame (February/March) / Festival of Sport (May) South Australian Sport Awards (Nov)** Promotion as a partner of the Hall of Fame event and Sport Awards event

- Announcement of organisation and display of the company logo on promotional material for the event
- Company logo featured on the vision screen
- Company logo featured in the Program Booklet – individually and collectively with other partners
- Company logo featured on the Media Wall – individually and collectively with other partners
- Four VIP Tickets to the event
- Discounted additional (member priced) tickets to the event
- Company logo displayed on the Hall of Fame wall in a high traffic area at the iconic Adelaide Oval – Gold sized plaque (with the exception of International cricket fixtures)

### **3.2 Pre-award night benefits for your organisation:**

- Business profiling in our Sports Connect-e Newsletter
- Opportunity to promote your products and services in Sports Connect-e Newsletter and all social media platforms Up to two times per year
- Recognition of organisation on the Sport SA website and landing page that connects to the organisations website
- Promotion of organisation through Sport SA social media channels at least four times per year
- Opportunity for signage to be displayed at the event (signage to be supplied by the organisation)

## **3.5 General Promotion, Recognition and Benefits**

- Organisation to be recognised as the 'Official (appropriate category) Partner' of Sport SA
- Organisation logo featured on the Sport SA website
- Organisation logo featured in the Sport SA Annual Report
- Organisation logo to be included in every Sports Connect e-newsletters
- Organisation to be provided an opportunity to provide one advertorial per annum for distribution in e-newsletter
- Organisation to be invited to attend any member's forum or event

## **4. ORGANISATION BENEFITS**

### ***Silver Partner***

#### **4.1 Major Events; South Australian Sport Hall of Fame (February/March) / Festival of Sport (May) South Australian Sport Awards (Nov)**

- Promotion as a silver level sponsor of the Sport and Hall of Fame and Sport Awards Events
- Organisation logo featured on the vision screen
- Organisation logo featured in the Program Booklet – individually and collectively with other partners
- Organisation logo featured on the Media Wall – individually and collectively with other partners
- Two VIP Tickets to the event
- Discounted additional member tickets to the event

#### **4.2 Pre-award night benefits for your organisation:**

- Recognition of Organisation on the Sport SA website and landing page that connects to organisations website
- Promotion of Organisation through Sport SA social media channels twice per year
- Opportunity for signage to be displayed at the event (signage to be supplied by Organisation)

#### **4.3 General Promotion, Recognition and Benefits**

- Organisation to be recognised as the ‘Official ... Partner’ of Sport SA
- Organisation logo featured on the Sport SA website
- Organisation logo featured in the Sport SA Annual Report
- Organisation logo to be included in every Sports Connect e-newsletters
- Organisation to be provided an opportunity to provide one advertorial per annum for distribution in e-newsletter
- Organisation to be invited to attend up to two member forums or events per year

## **5. ORGANISATION BENEFITS**

### ***Bronze Partner***

#### **5.1 Major Events; South Australian Sport Hall of Fame (February/March) / Festival of Sport (May) South Australian Sport Awards (Nov)**

- Promotion as a bronze level sponsor of the Return to Sport and Hall of Fame Event
- Organisation logo featured on the vision screen
- Organisation logo featured in the Program Booklet – individually and collectively with other partners
- Organisation logo featured on the Media Wall – individually and collectively with other partners
- One VIP Ticket to the event

#### **5.2 Pre-award night benefits for your organisation:**

- Recognition of Organisation on the Sport SA website and landing page that connects to Organisation website

#### **5.3 General Promotion, Recognition and Benefits**

- Organisation to be recognised as the ‘Official ... Partner’ of Sport SA
- Organisation logo featured on the Sport SA website
- Organisation logo featured in the Sport SA Annual Report
- Organisation logo to be included in every Sports Connect e-newsletters
- Organisation to be invited to attend one member’s forum or event

## **6. SPORT SA BENEFITS**

For the duration of the agreement Organisation agrees to provide Sport SA the following:

**6.1 Platinum/Naming rights partner** \$25 000+GST/year

**6.2 Gold Partner** \$10 000+GST/year

**6.3 Silver Partner** \$6 000+GST/year

**6.4 Bronze Partner** \$3000+GST/year

## **7. RENEWAL**

The parties agree that prior to the end of the partnership term Organisation will be provided the first right of refusal in relation to any renewal or subsequent sponsorship or partnership in the appropriate category.

## **8. TERM**

The parties agree that this agreement will commence on signing for a period of three years, concluding on... The option to renew will be negotiated by the parties prior to ...

## 9. EXECUTION

Agreed and signed by an authorised representative of **Organisation:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Date

Agreed and signed by an authorised representative of **Sport SA:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Date

## About South Australian Sport Hall of Fame

**Date:** February/March each year

**Event format:** Black Tie formal

**MC:** ABC radio Adelaide staff member

**Invited VIP's:** Sport SA Patron; Excellency the Governor, Premier, Minister for Recreation Sport and Racing, opposition leader, opposition sport and recreation speaker. South Australian Sport Hall of Fame Alumni.

South Australian sport has a rich history of success worth celebrating and preserving. Through the vision of Robert Gerard AO and the tireless work of Marg Ralston AM in establishing the Hall of Fame, the pioneers of sporting greatness in this state are recognised for their outstanding achievements by induction into the South Australian Sport Hall of Fame, thus preserving our state's wonderful sporting heritage.

Commencing in 2010, the Sport SA Hall of Fame selection committee, chaired by Olympian Pat Mickan with members Bruce McAvaney, Anna Meares and Ben Hook to name a few, recommend nominees for induction into the Hall of Fame annually to recognise those exceptional sportspeople that have reached the pinnacle of their chosen sport(s) for a considerable length of time.

The inductees represent the highest ideals, the ultimate performance and the greatest sporting achievements. They are superior at the highest level of competition, have an impact on South Australian sport and display the qualities of integrity, pride, dignity, respect and character in the true spirit of sport. There are three categories for induction; athletes, teams and general members with an emphasis on athletes. Both are open to those with a disability.

A Board of Governor's chaired by Robert Gerard AO, provide the final endorsement of Hall of Fame inductees and Legends based on the recommendations of the committee and at their discretion.

### **Legends of Sport**

Those Hall of Famers that have truly distinguished themselves at the highest level and in doing so have offered inspiration to other South Australians will be chosen to be part of a select group of individuals that will be elevated as a South Australian sporting legend. To be considered by the Board of Governor's for elevation to the status of Legend, the nominee must comply with a highly flexible set of parameters that will include exceptional performances that are almost beyond belief.

The nominees hold a revered place within the community and their deeds border on mythical folklore. They will have lived by a code of values that are inspiring and include pride, respect and honour and be defiant in the face of adversity. These sporting champions have distinguished themselves at the highest level of competition and life in general and so have set an example for all South Australians.

Since 2021 our Hall of Fame inductees and Legends are now housed at the iconic Adelaide Oval. The Hall of Fame Gallery occupies prime real estate outside of the Don Bradman museum in what the Oval staff describe as the highest foot traffic area in the Oval.

Sport SA partners are proudly displayed at the Gallery for the duration of partnerships and are on display for all to see all year round, with the exception of International Cricket fixtures.

Find out more: <https://www.sportsa.org.au/news-events/south-australian-sport-hall-of-fame/>



## About the Festival of Sport

### About the South Australian Sport Awards

**Date:** November each year

**Event format:** Cocktail style

**MC:** ABC radio Adelaide staff member

**Invited VIP's:** Sport SA Patron; Excellency the Governor, Premier, Minister for Recreation Sport and Racing, opposition leader, opposition sport and recreation speaker.

The South Australian Sport Awards celebrate the outstanding achievements of South Australian athletes, coaches, administrators, officials, teams and volunteers, from grassroots right through to elite.

South Australia has a rich sporting history spanning more than 150 years. Our champions have been involved in numerous heroic deeds, extraordinary feats and magnificent achievements all of which have helped shape the culture of our great State. Previous winners of the South Australian sport awards include household names such as Kyle Chalmers and Erin Philips.

This event is the highlight event for the South Australian sporting community with up to 250 attendees each year.

All finalists are selected by an experienced committee and are acknowledged with all winners taking to the stage at the event.

The South Australian Sport Awards attracts former, established and potential sports stars, their family and friends, sports administrators, corporate partners, Sport SA members, dignitaries, government officials, sports fans and sports industry members.

Sport SA and our media partners InDaily and ABC Radio Adelaide will be promoting the South Australian Sports Awards through print, radio and online media in the lead up to the event. In addition Sport SA will be promoting each of our award category finalists, naming our award partners, through our social media and networks.

The awards include twelve categories, with partners promoted along with each the individual award announcements. InDaily and ABC Radio Adelaide will also encapsulate the event with comprehensive coverage the following day. All in all it is anticipated that there will be approximately eight weeks of coverage surrounding the event.

This presents as an opportunity to further cement your brand as key partner and supporter of sport in South Australia by partnering with Sport SA to name and present an award at the annual *South Australian Sport Awards*.