**Application Form**

**Temporary renaming a sports ground**

The Colac Otway Shire Council 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 Council’s *Temporary Naming of Sporting Grounds Policy*. The policy can be accessed 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 Community Places Department and send to [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au) .

**Temporary sports ground renaming conditions**

To meet the requirements of Council’s *Temporary Naming of Sporting Grounds Policy*, 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 sports ground is referred to by the approved ‘sponsored name’ in club, association, competition or league promotions and marketing only;
3. 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;
4. The term of the sponsorship is limited to the term of the club’s licence/lease agreement over the sports ground;
5. The proposed name of the sports ground should **not** be offensive or discriminatory in any way;
6. The proposed sponsor is **not** associated with alcohol, cigarettes (including tobacco products) or gambling;
7. Funds raised are allocated to sports development or facility development, and are specifically **not** permitted to be allocated to player payments;
8. Any signage installed must meet Councils *Recreation Reserve Advertising Signage Guidelines* and be approved by Council;
9. The terms of the temporary renaming of a sports ground may be reviewed by Council at any time;
10. All tenants that use the renamed sports ground during the period of the sponsorship share in the proceeds;
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.

**The applicant agrees 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 withdraw the naming rights approval and any associated signage. All costs will be borne by the applicant.*

**Reserve or sports ground**

1. **Reserve name**

Click or tap here to enter text.

1. **Description of facility or ground to be temporarily renamed (for example Oval, Grandstand, Court, etc.)**

Click or tap here to enter text.

**Club details**

1. **Name of club**

Click or tap here to enter text.

1. **Contact name and club position**

Click or tap here to enter text.

1. **Email**

Click or tap here to enter text.

1. **Phone**

Click or tap here to enter text.

1. **Postal address**

Click or tap here to enter text.

**Sponsorship**

1. **Sponsorship organisation name**

Click or tap here to enter text.

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

Yes

No

1. **Proposed temporary name of the sports ground**

Click or tap here to enter text.

1. **Amount of sponsorship per annum ($)**

Click or tap here to enter text.

1. **Sponsorship term start date**

Click or tap to enter a date.

1. **Sponsorship term end date**

Click or tap to enter a date.

1. **What will the sponsorship income generated from the temporary renaming of the sports ground be used for?** (please refer to condition 7 on the first page of this form)

Click or tap here to enter text.

1. **How is the naming right sponsor to be recognised (for example venue listing in fixtures and draws, installation of signage at the reserve, website/social media, etc.)?**

Click or tap here to enter text.

**Signage**

As per the Temporary Naming of Sporting Grounds policy, if signage is to be installed as part of the temporary naming sponsorship agreement, it must comply with the conditions stated in Council’s Recreation Reserve Advertising Signage Guideline, which are on Council’s [website](https://www.colacotway.vic.gov.au/Council-the-shire/Permits-applications-forms/Temporary-Renaming-of-Sports-Grounds). Any signage must be approved by Council prior to installation.

1. **Will signage be erected as part of the sponsorship?**

Yes

No

1. **If yes, please provide the following information.**
   1. **Proposed location of the sign(s). Please give a description below and attach to your application form an aerial or photo with the location(s) marked.**

Click or tap here to enter text.

* 1. **Dimensions of the sign(s).**

Click or tap here to enter text.

* 1. **Content of the sign(s). Please provide a description below and attach to your application a graphic/design mockup of the sign.**

Click or tap here to enter text.

**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 Community Places Department.
* The sponsorship arrangement must be noted in the club/community group’s annual financial report.

**The applicant agrees to abide by the acquittal conditions regarding the temporary renaming of a sporting ground.**

***Declaration:*** *The Colac Otway Shire Council collects personal information to levy rates, issue permits and licences and provide a variety of community services. The information collected in this form is used only for the purposes contemplated by the form (primary purpose) and is not passed onto third parties. In some instances however, disclosure is required by law or is necessary for the protection of persons or property. Where this occurs, Council will take every reasonable step to ensure your privacy is protected in accordance with the Information Privacy Act 2000 (Vic). Should you need to change or access your personal details or require further information about Council’s Information Privacy Policy contact our Privacy Officer on 5232 9400.*