



# National Fundraising and Sponsorship Policy

Lifesaving SA is empowered by section 19.11 of the LSA Constitution to regulate the policy around Sponsorship for Lifesaving South Africa (LSA) and its members.

**Patron**  
Her Serene Highness  
Princess Charlene  
of Monaco

LIFESAVING SOUTH AFRICA



## 1. Lifesaving South Africa Event Sponsors

All events falling under the auspices of LSA will be branded and managed by LSA and their appointed agents. Agents appointed to secure funding from third parties must be appointed in writing and may be paid on terms and conditions permitting a commission of no more than 25% (twenty-five percent)

Event hosts may secure additional funding with the following proviso as per section 35.6 of the LSA Constitution:

- a. All potential fundraising and / or sponsorships are declared in advance of the event.
- b. 5% (five percent) of any funds raised or sponsorships obtained from third parties by any provincial member, temporary member or local member in connection with national projects, national events or national championships is paid to LSA. Such percentage may be used by Lifesaving South Africa in its discretion for any lawful purpose, including a purpose other than the one for which the funds were raised, or the sponsorships obtained

## 2. Provincial, District and Club Event Sponsors

All events falling under the auspices of Province, District and/or Club will be declared to Lifesaving SA prior to the sponsorship finalization or event taking place.

- a. If there is no conflict between the obligations of LSA in respect of national sponsorship and any other sponsorship, members do not require any approval or authorization by the Management Board for any such other sponsorship.
- b. Agents appointed to secure funding from third parties must be appointed in writing and may be paid on terms and conditions permitting a commission of no more than 25% (twenty-five percent)

## 3. Duty Kit

All designs will be declared to Lifesaving SA prior to the sponsorship finalization or printing taking place.

If there is no conflict between the obligations of LSA in respect of national sponsorship and any other sponsorship, members do not require any approval or authorization by the Management Board for any such other sponsorship.

Clubs are welcome to brand, at their own expense,

- a. The sleeves of the shirts,
- b. The upper backside baggies and the upper backside panel of the Board Shorts where the LSA sponsor branding is not already positioned.
- c. One side of the cricket hat and the back of the cap.  
Hats will display Lifeguard on one side and the LSA logo on another. Caps will display the LSA Logo.

NO club, district or provincial branding may appear on the sides, front or back of the shirts or on either leg of the shorts, including the pocket of the board shorts.

## 4. Competition Kit and Equipment

As per section 2.12 SPONSORSHIP of the competition manual.





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## 2.12.1 General

LSA shall from time to time issue regulations or other guidelines that shall apply to sponsorship identification in relation to general display, dress, association equipment, competitor's apparel and equipment.

The Chief Scrutineer, Chief Referee or Marshal may order the removal or covering of any sign writing, logos, or corporate identification on either clothing or equipment which is deemed not in "good taste", or which is in commercial conflict to the naming rights sponsors of LSA or the competition. This includes body tattoos and body paint.

Refusal to comply with any directive for removal or the covering of such items shall result in the competitor, clothing or equipment being totally banned from the competition area.

## 2.12.2 Team Sponsorship

Teams may be allowed to wear branded apparel (sponsored clothing - skull caps, costumes, rash vests) subject to certain conditions in competition. The conditions are:

1. All sponsorships must have been approved by LSA. The sponsorship cannot be in conflict with an LSA national sponsor. Applications must be made in writing with a sketch/drawing of proposed branded apparel.
2. The event sponsor or naming right sponsor for the event must give their consent, which needs to be obtained in writing prior to the event/competition for teams to wear the branded clothing. In the event that the team is in conflict with the event sponsor or naming right sponsor and refuse to allow branded clothing to be worn, the branded apparel cannot be worn and competitors will not be permitted to compete in the branded apparel.

The advertising in terms of sign writing, logos, etc. on the branded apparel is subject to the following sizes:

- a. Skull Caps: Lettering or a logo is permitted on the skull cap not more than 75mm square or radius of 40mm on both sides.
- b. Rash Vests: Lettering or logo is permitted on both the front and back, width/length of not more than 100mm and height of not more than 300mm.
- c. Costume: Lettering or logo is permitted on both the front and back of not higher than 50mm and 150mm long on one side.
- d. Wet Suit: As Rash vests.

Notwithstanding the aforementioned, sponsor/s of teams may not display other signs, banners, flags or other identification within close proximity, for example - on the spectator stands, on arena fencing, umbrellas etc. to the competition area.

## 2.12.3 Body Tattoos and Body Paint

Sponsors body tattoos and body paint may be shown only once on the body and the body tattoo or paint may not exceed 150mm by 50mm.

## 2.12.4 Event Sponsorship

LSA retains the right to all competitions and the appointment of any naming right sponsor.

Should the event naming right sponsor provide vests or other competition apparel for the event, then a team and/or individual will be required to wear the sponsor's apparel – if there is an ethnic or moral objection to the sponsors clothing, subject to the Chief Referees or the LSA Director: Sport approval, the competitor will be



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exempt here from and must compete in their unbranded Lifesaving Authority's apparel.

## 2.12.5 Individual Sponsorship

Individual competitors may display logos, name/s of their individual sponsors on their costume and/or clothing and craft, however this is subject to the approval of their team and LSA and where applicable the event sponsor or naming right sponsor. The same conditions apply as team sponsorships.

The advertising in terms of sign writing, logos, etc. on the branded apparel is subject to the following regulations:

- a. Skull Caps: No individual branding is permitted.
- b. Rash Vests: Lettering or logo is permitted on both the front and back and on both sleeves of not bigger than 50mm square.
- c. Costume: Lettering or logo is permitted on the front and back of not bigger than 50mm square.
- d. Wet Suit: As rash vests.
- e. Craft: As Para. 2.12.6 (below)

## 2.12.6 Craft and Equipment

Teams are permitted to have their craft and equipment (boards, bodyboards, surf skis, rescue boards, boats, RTB's, etc.) branded, i.e. have their sponsor's logo on the craft or equipment, subject to the same restrictions as apparel - not in conflict with the naming right sponsor or LSA national sponsors.

The Chief Scrutineer, Chief Referee or Marshal may order the removal or covering of any sign writing, logos, or corporate identification on either craft or equipment which is deemed not in "good taste", or which is in commercial conflict to the naming rights sponsors of LSA or the competition. Competitors may display the logo of his/her individual sponsor on his/her craft subject to the same conditions as for teams

## 5. LSA Competition Apparel

Competitors may be required to wear distinctive coloured rash shirts/vests (including fluorescent colours such as pink, orange and/or yellow) and/or skull caps to assist with safety identification and for judging purposes and/or event sponsorship purposes. The latter apparel will be supplied by LSA. Should competitors wish to wear their own vests these must meet the requirements as set out in Para. 2.12.

- a. Handlers shall:
  - I. Wear a skull cap identical to that of the competitor.
  - II. Wear a distinctive high-visibility vest as required by the competition organizers if entering the water beyond knee depth.

The Chief Referee has the authority to exclude any competitor whose swim wear does not comply with the following standards:

1. The swim wear of all competitors shall be in good moral taste and not carry any symbol that may be considered offensive.
2. All swim wear shall be non-transparent.
3. Competitors shall not wear or use anything that may aid buoyancy.
4. All swim wear shall comply with the commercial identification policy.
5. Vests or tops are optional in beach events



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### 6. Personal claim for fundraising services.

No person may, either directly or indirectly, receive any form of compensation or remuneration, including commission or any benefits in cash or in kind, in respect of or as a result of or incidental to any fundraising or sponsorship for Lifesaving South Africa from third parties and all funds raised or sponsorships obtained for or on behalf of or in the name of Lifesaving South Africa from such third parties shall be made available and/or shall be used solely for the benefit of Lifesaving South Africa subject to article 35.5, of the LSA Constitution, which shall not prevent the payment of reasonable and actual expenses incurred in good faith by an appointed party for the purpose of raising funds or obtaining sponsorships.

