

TCAA ADVERTISING POLICY AND PROCEDURE

The Tai Chi Association of Australia (TCAA) supports its members by ***circulating information*** and ***advertising events*** that fulfill the aims and objects set out in its *Constitution*.

Information concerning national and international events, including competitions, World Tai Chi and Qigong Day, the Chinese Moon festival and TCAA organised workshops will be circulated to members as a matter of course.

In this policy document the term **advertising** will refer to:

- ***published material*** circulated to members for which a **fee** has been paid by the advertiser to TCAA
- ***sponsorship*** whereby TCAA organised events benefit from goods, services, displays and/or funds contributions

Advertising and **sponsorships** are accepted on condition that they assist members to *extend the benefits of Tai Chi practice and friendly competition into the wider community*.

Advertising space is made available by TCAA in its Newsletter **or** as a separate, approved mailout to members.

The maximum size of each advertisement will be a half page in the Newsletter and one whole page for separate, approved mailouts to members.

TCAA **advertising** services are available to both members and non-members. Members are given priority when deciding who will be allocated advertising space in the newsletter.

Income derived from advertising services and sponsorships will be expended on the cost of providing such events and services as fit with the aims and objects of TCAA.

An annual review of fees charged for advertising and the conditions for sponsorship will be undertaken by the *Advertising Subcommittee*. The TCAA Management Committee will receive recommendations from the *Advertising Subcommittee* about proposed changes. These rates and conditions, whether *changed or unchanged*, will be circulated to members and posted on the TCAA website at the beginning of each calendar year.

Advertising fees charged to non-members will attract an *additional charge* equal to the annual TCAA membership fee for each scheduled item of advertising.

The *Advertising Subcommittee* will be authorised to approve and publish advertising within financial limits prescribed by the TCAA Management Committee. Any advertising with a value greater than the approved limit will be referred to the Management Committee.

ADVERTISING PROCEDURE

- **Advertising**
- Prospective advertisers will email their **Advertising Application Form** to the TCAA Secretary.
- The Secretary will send an email to the advertiser acknowledging receipt of their request and confirm that their request has been forwarded to the *Advertising Subcommittee*.
- Upon receipt of the publication request, the *Advertising Subcommittee* will meet as soon as practicable to assess its suitability in accordance with the Policy, its Terms and Conditions, as set out in this document.
- The outcome will be emailed to the Secretary for forwarding to the advertiser **and** will be attached to and recorded in the minutes of the next Management Committee meeting.

- **Sponsorships**

- Goods, services, display items and funds offered by, or sought from, prospective sponsors will be negotiated in the first instance with the Management Committee member who is the designated **“sponsorship contact”** person.
- The outcome of negotiations between the sponsor and the **“contact person”** will be discussed and decided in consultation with the Advertising Subcommittee, who will create a **Minute of Record** for inclusion in the minutes of the next Management Committee meeting.

- **Administration**

The Advertising Subcommittee will provide a written report to the next Management Committee meeting, showing details of all advertising requests and outcomes. The report will be attached to minutes circulated to all committee members.

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