



Sponsorship Policy

Sponsorships that could involve football in controversial issues or expose football to adverse criticism must be avoided.

All potential sponsors must have company values that are in line with and complement the values of Australian football.

These are:

- To be determined by executive meetings
- Egalitarianism (social equality)
- Participation
- Integration and inclusion

The following sponsors are regarded as inappropriate:

- Political or religious organisations
- Programs that denigrate exclude or offend minority community groups
- Sponsors that may present a hazard to the community (including cigarette, alcohol or gambling companies)
- Sponsors that create environmental hazards
- Sponsors that do not reflect community standards
- Companies and organisations that conflict with existing SANFL Juniors major sponsors