



NSW Federation of Camera Clubs

FCC Policy on Sponsorship and Advertising

INTRODUCTION

The NSW Federation of Camera Clubs is the peak organisation in NSW representing over 80 member clubs in NSW and the ACT and the approximately 2,500 photographers and videographers who are members of those clubs.

GENERAL PRINCIPLES

The FCC must always act, and be seen to act, in the best interests of its not-for-profit Clubs and their photographer members.

Potential sponsorship or advertising must:

- not conflict with ongoing sponsorship arrangements
- be promoted with no expectation the FCC endorses, or appears to endorse, those products or services.

FCC Committee members must declare any conflicts of interest prior to the Committee deciding on sponsorship or advertising proposals.

The FCC Committee:

- retains the right to review and, if necessary, cease any sponsorship or advertising arrangement at any time
- shall report at the AGM of all sponsorship with a value of more than \$1,000
- shall review this Policy every three years.

GOVERNMENT AND NOT-FOR-PROFIT ORGANISATIONS

Requests by government departments, Councils or not-for-profit groups for advertising will generally be supported if consistent with the above Principles.

SPONSORSHIP

Significant-sized photography-related businesses wishing to have major, ongoing sponsorship arrangements, including regular advertising in F-Stop will need to provide significant value prizes and other benefits for members. This is in the order to \$1,500 worth of prizes for one year sponsorship.

Sponsorship selection is at the discretion of the FCC Committee, and will reviewed annually by the FCC Committee.

The benefits provided by the sponsor to the FCC (such as money, prizes or in-kind support) must be used for FCC competitions or operations, or to the benefit of FCC camera club members and/or their members

Potential sponsors must not conflict with pre-existing sponsors

ADVERTISING

The FCC will not ordinarily host advertising for for-profit businesses (selling photographic products or services). These businesses can always search the FCC website and find contact details of the 80+ clubs in NSW.

REQUESTS FOR FCC SPONSORSHIP

The FCC Committee may, at its own discretion, sponsor regional interclub events up to \$300 per annum. The FCC Committee may also provide a one-off reimbursement of up to \$200 to newly-formed clubs upon the receipt of evidence the club has paid to become an incorporated association.

Requests by FCC member clubs for FCC sponsorship will generally be supported if:

- funds are available
- the planned activities involve three or more clubs, support the development of photographic knowledge or skills of club members, and build positive working relations between clubs
- prior to the event, the applicant provides the FCC Secretary with a one-page summary of when and where the event will be held, the proposed activities, the names of the invited or attending clubs, and the expected number of participants
- within one month after the event, the recipient of the funds provides the FCC Secretary with a one-page summary of the attendees, activities and outcomes of the event plus two images showing participants at the event. This information may be used in an article published in F-Stop or other FCC publications.

APPROVED BY THE FCC COMMITTEE AT ITS MEETING ON 18 MARCH 2025