



**Smokefree WA**

**WESTERN AUSTRALIAN HEALTH PROMOTION FOUNDATION**  
**SUPPORT SPONSORSHIP PLAN**

**PROJECT NUMBER:** 16792

**NAME OF SPONSORED ORGANISATION:** Australian Karting Association of WA  
AKA(WA)

**NAME OF SPONSORED PROGRAM:** SmokeFree WA Sponsorship 2007

**NAME OF HEALTH AGENCY:** National Heart Foundation (WA Division)  
**CONTACT:** Ninka Stewart, Sponsorship Officer  
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**COMMENCEMENT DATE:** 9 March 2007

**COMPLETION DATE:** 30 November 2007

**HEALTH ISSUE:** Smoking

**HEALTH MESSAGE:** SmokeFree WA (adults)  
Smarter than Smoking (juniors)

**TARGET GROUPS:**

Primary: Junior and senior competitors involved in AKA(WA) activities in both regional and metropolitan Western Australia.

Secondary: Family members and spectators associated with karting and the general public through media coverage and promotional activities.

**CONDITIONS OF SPONSORSHIP:**

This sponsorship includes a \$2000 incentive to develop and implement a comprehensive health promotion policy throughout AKA(WA) and to make the State Sprint Kart Championships an entirely smoke free event. If either of these initiatives is not undertaken the \$2000 incentive must be returned to Healthway.

**RATIONALE FOR INVOLVEMENT IN SPONSORSHIP:**

This sponsorship provides access to priority populations (young people and rural and remote communities) as identified within Healthway's Strategic Plan 2004-2007, and allows the opportunity to address a significant health issue - tobacco is the largest single cause of death and disease in Australia- that is a major concern for these priority groups.

Sponsorship of various AKA(WA) activities provides the Heart Foundation with a unique opportunity to promote the SmokeFree WA and Smarter than Smoking messages. The sponsorship has the potential to continue to develop an attitude to smoking as an unacceptable behaviour, discourage young people from becoming smokers, encourage current smokers to quit, establish a lifestyle association between racing and a healthy non-smoking message and provide appropriate role models to endorse the non-smoking message.

In addition to addressing the major health issue of smoking through promotional and educational strategies the karting events provide an excellent opportunity to increase structural change through the expansion of current smoke free policies. The opportunity to work with karting canteens to address healthy lifestyle issues by ensuring healthy food choices are available is also a priority.

## **OBJECTIVES FOR SPONSORSHIP:**

1. To increase the target groups' awareness of the SmokeFree WA and Smarter than Smoking messages through promotional strategies including (joint) naming rights, signage, clothing, verbal acknowledgements and merchandise.
2. To increase the target group's knowledge and understanding of the benefits of being smoke free through educational strategies including the use of role models and educational resources.
3. To promote smoke free outdoor viewing areas and support karting clubs to increase the outdoor smoke free areas at their venues. Ensure all indoor environments are maintained as smoke free.
4. To host the State Sprint Kart Championships as a smoke free event.
5. To develop and implement a comprehensive health policy throughout AKA(WA).
6. To work with Canteen Managers at the karting tracks to implement healthy food alternatives.
7. To promote Healthway as the organisation which has sponsored AKA(WA) and the Heart Foundation as the organisation promoting the Smarter than Smoking and SmokeFree WA messages.

**PROGRAM:**

<p>March</p> <p>10 Bunbury - Western Cup Round 1*</p> <p>11 Bunbury - Western Cup Round 1*</p> <p>17/18 Clubrun Weekend</p> <p>April</p> <p>06 National Championships</p> <p>07 National Championships</p> <p>08 National Championships</p> <p>14 Newman - Northern Zone Round 2*</p> <p>Albany - South Eastern Zone Round 2*</p> <p>15 Albany - South Eastern Zone Round 2*</p> <p>21/22 Clubrun Weekend</p> <p>28 Hurricane - City of Perth Title Final</p> <p>May</p> <p>06 Tiger - Western Cup Round 2*</p> <p>19/20 Clubrun Weekend</p> <p>26 State Karting Council Half Yearly Conference</p> <p>27 Come and Try Day</p> <p>June</p> <p>02 Esperance - South Eastern Zone Round 3*</p> <p>03 Esperance - South Eastern Zone Round 3*</p> <p>Exmouth - Northern Zone Round 3*</p> <p>10 Tiger - Open</p> <p>16/17 Clubrun Weekend</p> <p>30 Midwest - WAST Round 2*</p> <p>July</p> <p>01 Midwest - WAST Round 2*</p> <p>07 Hurricane - Junior Development Meeting</p> <p>08 Hurricane - Junior Development Meeting</p> <p>14 Karratha - WAST Round 3*</p> <p>21/22 Clubrun Weekend</p> <p>29 Tiger - WAST Round 4*</p>	<p>August</p> <p>11 Bunbury - Open</p> <p>Impala - Northern Zone Round 4*</p> <p>12 Bunbury - Open</p> <p>18/19 Clubrun Weekend</p> <p>25 Lake King - South Eastern Zone Round 4*</p> <p>26 Lake King - South Eastern Zone Round 4*</p> <p>September</p> <p>01 Midwest - Open</p> <p>02 Midwest - Open</p> <p>08 Hedland - Northern Zone Round 5*</p> <p>15/16 Clubrun Weekend</p> <p>October</p> <p>05 Midwest - WA State Sprint Kart Championships *</p> <p>06 Midwest - WA State Sprint Kart Championships *</p> <p>07 Midwest - WA State Sprint Kart Championships *</p> <p>20/21 Clubrun Weekend</p> <p>27 State Karting Council Annual General Meeting</p> <p>28 Tiger - Legends Meeting (Open)</p> <p>November</p> <p>10 Eastern Goldfields - Open</p> <p>11 Eastern Goldfields - Open</p> <p>17/18 Clubrun Weekend</p> <p>24 Hurricane - Western Cup Round 3*</p> <p>December</p> <p>08 Tiger - Open</p> <p>15/16 Clubrun Weekend</p> <p><b>* naming rights event</b></p>
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**PROPOSED STRATEGY FOR SPONSORSHIP:**

AKA(WA) will demonstrate their support towards a 'Healthy WA' by addressing and supporting various elements of a healthy lifestyle including supporting non smoking behaviours. The Heart Foundation will assist by providing educational information, appropriate signage, clothing and merchandise.

During the sponsorship period AKA(WA) will work with the Sponsorship Officer to develop and implement a comprehensive health policy (including tobacco, alcohol and other drugs, sun protection, food and catering and mental health). AKA(WA)'s support for a 'Healthy WA' will be reflected in the following:

## **1.0 STRUCTURAL STRATEGIES**

### **1.1 SMOKING**

#### **Smoking policy**

A requirement of the sponsorship is that all clubs are to expand smoke free areas for the 2007 season, to include all spectator and viewing areas. It is a policy of Healthway that all indoor areas, control towers, canteen areas, grandstands and viewing areas under the direct control of AKA(WA), State Karting Council (SKC) and associated clubs will be smoke free. Where possible AKA(WA) will work with the Sponsorship Officer to reduce the size of designated smoking areas at karting tracks.

The pit area, circuit and parc ferme at all tracks will be smoke free. Officials will monitor the smoke free policy in these areas and offenders will face penalties imposed through the official Australian Karting Association Manual 2007.

#### **Wearing of Sponsor's Clothing**

All personnel associated with the project and wearing clothing bearing the health message and associated logos, will not smoke or visibly carry tobacco products while wearing this clothing and representing the sponsorship.

#### **Briefing of personnel**

It is the responsibility of AKA(WA) and/ or the promoting club hosting the event to brief all role models, employers and volunteers on the contractual obligations of this sponsorship. The Sponsorship Officer will be available to assist with this matter if required.

#### **State Sprint Kart Championships**

The State Sprint Kart Championships will be an entirely smoke free event. The Heart Foundation is able to provide (upon request) additional signage to support the smoke free policy at this event. If AKA(WA) and the associated hosting club are unable to implement a smoke free event the \$2000.00 incentive will be returned to Healthway.

### **1.2 ALCOHOL**

The supply of liquor in conjunction with the sponsorship will include the accepted code of practices of the Accord conditions as operated within the area/ region. AKA(WA) and SKA members will act as role models in regards to alcohol consumption and where possible will advocate for the following:

- Alcohol will not be used as prizes
- Low strength and non – alcoholic choices will be made available at a cheaper price than full strength drinks
- Safe serving practices will be observed
- Irresponsible promotions should not occur (happy hours, two for one etc)
- Water readily available.

### **1.3 CATERING**

Where food is provided at sponsored events AKA(WA) and the host club must ensure that healthy alternatives are available. This includes the provision of food high in fruit and vegetable content and low in fat/ sugar.

The Sponsorship Officer, AKA(WA) and individual clubs will work together to ensure that healthy food choices are integrated into canteen outlets at the sponsored venues and actively promoted. Healthy and low fat options should be competitively priced in relation to higher fat options. Healthy Catering Guidelines and advice will be provided by the Heart Foundation as required.

### **1.4 SUN PROTECTION**

AKA(WA) and the promoting club hosting the event will encourage all competitors and spectators at sponsored events to be Sunsmart by:

- Providing sunscreen free of charge
- Providing man made shade structures or maximising use of natural shade where possible
- Encouraging the use of sun protective clothing (i.e. hats and collared shirts)

- as per the skin care policy in the AKA(WA) State Calendar.

## **2.0 PROMOTIONAL STRATEGIES**

## 2.1 NAMING AND PRESENTATION RIGHTS

Healthway have been awarded naming rights to the State Sprint Kart Championships, State Title Series and Zone Series. These should be referred to **at all times** in written and verbal acknowledgement (websites, media releases, printed materials etc) as:

- **"SmokeFree WA State Sprint Kart Championships"**
- **"SmokeFree WA State Title Series"**
- **"SmokeFree WA Western Cup Series"**
- **"SmokeFree WA Northern Zone Series"**
- **"SmokeFree WA South Eastern Zone Series"**

Presentation rights will be awarded to the midget, rookie or junior class at each of the above mentioned series for 2007 which will be referred to as:

- **" (name of class) presented by Smarter than Smoking"**

Naming and presentation rights cannot be abbreviated in any way so that the impact, branding and recognition of the naming rights are diminished -further details provided in the Sponsorship Information Packs.

## 2.2 SIGNAGE

The Heart Foundation will provide AKA(WA) with a signage kit (including Smokefree WA, Smarter than Smoking and Smoke Free Area signage) which may compromise of A-frames, vinyl banners and teardrop banners. This signage will be prominently displayed during all activities associated with this sponsorship.

Replacement and/or repair costs for damaged or lost signage will be the responsibility of AKA(WA) (normal wear and tear excepted). Signage shall be returned to the Heart Foundation and/or Compac Marketing as directed, at the completion of the sponsorship.

Additional signage can be provided on request for the Smokefree WA State Sprint Kart Championships.

## 2.3 VERBAL ACKNOWLEDGEMENT

The sponsorship, health message and smoke free policy will be verbally acknowledged at all sponsored events. The suggested acknowledgment is:

**“Australian Karting Association of WA is proud to promote  
the Smarter than Smoking/SmokeFree WA message”**

and/or

**“Australian Karting Association of WA is proudly sponsored by Healthway and  
supported by the Heart Foundation”**

and/or

**“This is a smoke free event”**

The Heart Foundation will provide AKA(WA) with written public announcements related to the health messages. Pre-recorded public announcements are also available upon request from the Sponsorship Officer.

## **2.4 MEDIA**

AKA(WA) and host clubs will endeavour to promote the Smarter than Smoking/ SmokeFree WA message in all print and electronic media opportunities pertaining to the sponsorship. This includes, but is not limited to:

- interviewed persons verbally acknowledging the sponsorship
- interviewed persons wearing clothing bearing the health message
- Smarter than Smoking/ SmokeFree WA signage in photographs
- acknowledgment at media launches and in speeches

All media releases produced under the control of AKA(WA) and host clubs for the sponsored program will acknowledge Smarter than Smoking/ SmokeFree WA as the health message and Healthway and the Heart Foundation as the sponsor.

## **2.5 ADVERTISING**

The Smarter than Smoking/ SmokeFree WA health message, Healthway and the Heart Foundation will be acknowledged in all advertising produced under the control of AKA(WA) and host clubs for events and activities associated with sponsored programs. This includes:

- Radio advertisements – verbal acknowledgment
- Website – logo inclusion
- Print advertisements - logo inclusion

All artwork and scripts for new advertisements/ promotional materials (Radio/ Print) must be faxed or emailed to the Sponsorship Officer for approval prior to production.

## 2.6 LOGO RECOGNITION

The Smarter than Smoking or SmokeFree WA composite logo (includes Healthway / Heart Foundation) will be included on all materials produced relating to sponsored programs. This includes but is not limited to:

- editorials
- handbooks / manuals
- event programs
- fixture booklets
- posters / flyers
- participation certificates
- newsletters
- nomination forms/registration sheets



The Smarter than Smoking logo is to be used for junior events and the SmokeFree WA logo is to be used for senior events.

NB: Where the small size of the composite logo renders the Healthway and Heart Foundation logos unreadable, the Smarter than Smoking or SmokeFree WA logo should be used in isolation.

The size and location of the composite logo on printed materials should reflect the level of sponsorship and status as the naming rights sponsor when applicable.

## 2.7 WEBSITE ACKNOWLEDGEMENT

The Smarter than Smoking logo will be included on the AKA(WA) website ([www.kartingwa.com.au](http://www.kartingwa.com.au)) and a hyperlink will be established to the Smarter than Smoking website ([www.Oxygen.org.au](http://www.Oxygen.org.au)) and Healthway's home page ([www.healthway.wa.gov.au](http://www.healthway.wa.gov.au)) and Heart Foundation's home page ([www.heartfoundation.com.au](http://www.heartfoundation.com.au)).

## 2.8 PROGRAM ADVERTISING

Any official program produced for a sponsored event will include one full page for the exclusive promotion of SmokeFree WA or Smarter than Smoking. The Sponsorship Officer will provide the artwork.

All programs produced for sponsored events will also include information regarding the smoke free areas at the venues. A suggested acknowledgement is:

Healthway is proud to be a sponsor of the **NAME OF CLUB/ or EVENT NAME**. Please respect our smoke free areas and refrain from smoking in the following areas:

All indoor areas, pit area, track/ in field, areas where food is served, viewing areas and seated areas.

Thank you for showing your support of our valued sponsors.



The State Sprint Kart Championships will be entirely smoke free, including all indoor and outdoor areas. The smoke free status of this event must be included in all promotional material for the event.

## **2.9 CLOTHING**

The Heart Foundation will provide AKA(WA) with t-shirts and hats displaying the Smarter than Smoking/ SmokeFree WA message and AKA(WA) will distribute this clothing to clubs. The clothing is to be worn by staff and volunteers where appropriate.

Opportunities for the inclusion of the SmokeFree WA logo /message on marshal vests will be discussed between AKA(WA) and the Sponsorship Officer.

## **2.10 PROMOTIONAL MERCHANDISE**

The Heart Foundation will provide AKA(WA) with a variety of promotional merchandise featuring the Smarter than Smoking message including stickers, water bottles, stress balls and other items as negotiated. Merchandise is to be distributed to junior target group members at sponsored events and in conjunction with educational strategies where possible including;

- as competition prizes or quiz rewards
- by role models
- as give-aways to juniors for encouragement

The Heart Foundation will provide 250 Smarter than Smoking stickers to be displayed on junior driver karts following scrutineering of vehicles.

## **2.11 PRESENTATION RIGHTS**

Healthway and the Heart Foundation will have the opportunity to present trophies at relevant events during the sponsorship period including SKC Half Yearly and AGM.

## **2.12 INVITATIONS**

Healthway/ Heart Foundation representatives will be invited to attend all events and functions associated with this sponsorship.

## **3.0 EDUCATIONAL STRATEGIES**

### **Role Models**

Role models associated with the sponsored program must not be seen to smoke, or carry tobacco products, or otherwise engage in unhealthy activities at any official engagement or activity related to the sponsorship so that advocacy for the health message is compromised.

### **Information Pamphlets**

The Heart Foundation will supply event organisers with educational material relating to the health message and other aspects of a healthy lifestyle. This material will be in the form of brochures and posters and will be made freely available to participants and spectators.

### **Sponsorship Information Packs**

All Clubs will be provided with a Sponsorship Information Pack to assist in explaining the requirements for Healthway sponsored events. The Information pack will be provided by the Sponsorship Officer and the information will be approved by AKA(WA) Management before being distributed to the clubs. AKA(WA)'s Publicity Officer will ensure that all clubs receive the pack and that they use the packs at their events.

### **Briefing Sessions**

The sponsorship health message should be reinforced at every volunteer, marshal and driver briefing session. Information regarding what is required at the briefing session will be included in the Sponsorship Information Packs.

#### **4.0 CO SPONSORS**

AKA(WA), SKC and associated Clubs will not enter into any sponsorship agreement with another party that has the potential to reduce Healthway's exposure or impinge upon or conflict with the philosophy or objectives of Healthway, without consulting Healthway in the first instance.

#### **5.0 EVALUATION**

AKA(WA) will maintain regular contact with the Sponsorship Officer to ensure that all contractual requirements are being met.

The AKA(WA) Publicity Officer will report on the sponsorship at monthly Management Meetings to ensure and monitor that sponsorship requirements are being met.

AKA(WA) will provide Healthway with a final report at the conclusion of the sponsorship period according to Healthway guidelines, including the following:

- A list of activities undertaken during the sponsorship period
- Photographic evidence of signage placement
- Photographic evidence of logo placement on clothing
- Copies of printed materials featuring the Smarter than Smoking logo and/or health information
- Copies of any media coverage relating to the sponsorship

The Heart Foundation's Sponsorship Officer will submit a written report in accordance with Healthway guidelines.