

**CAMPBELL RIVER YOUTH SOCCER ASSOCIATION**  
**SPONSORSHIP POLICY**



**1. Purpose:**

- The purpose of this sponsorship policy is to establish consistent and controlled procedures for the procurement, acceptance and management of sponsorship for the Campbell River Youth Soccer Association ("CRYSA"). Sponsorship is designed to benefit CRYSA, its players and sponsors. Monies, or in-kind contributions, will fully remain within CRYSA.

**2. Definitions:**

- "Sponsorship" refers to any financial or in-kind contribution made by a sponsor to CRYSA.
- "Sponsor" refers to an individual, organization, or business that provides a sponsorship to CRYSA.

**3. Procurement of Sponsors:**

- CRYSA recognizes the value of sponsors for the ongoing economic sustainability of the organization.
- In order to ensure consistency in the application of a sponsorship program, the Director of Sponsorship will approach potential sponsors.
- The Director of Sponsorship will be the primary contact for any business, organization or individual that approaches CRYSA with a request to sponsor.
- The Director of Sponsorship, will implement a control system that ensures businesses are not asked repeatedly for contributions.
- Neither teams nor individuals are to directly solicit or receive sponsorship money. If an individual team has a potential sponsor, the information is to be passed on to the Director of Sponsorship who will represent CRYSA and make appropriate contact.

**4. Acceptance of Sponsorship:**

- CRYSA may accept sponsorship from any individual, organization, or business, provided that the sponsorship is consistent with the values and mission of CRYSA.
- Following application of the procurement provisions, CRYSA will consider the receipt of funds and/or written commitment from a sponsor as acceptance to be a sponsor for the calendar year.
- The Director of Sponsorship will implement the specifics of the appropriate sponsorship level.
- CRYSA reserves the right to decline any sponsorship that is not in the best interests of CRYSA or its members.

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- CRYSA reserves the right to not accept sponsorship from applicants whose values are contrary of the Association. This can include, but is not limited to, applicants that promote offensive or prejudicial religious or political organizations, or that demean any group based on gender, ethnicity, or sexual orientation.

## **5 Sponsorship Benefits:**

- Sponsorship benefits will be determined based on the level of sponsorship, as outlined in Appendix 1.
- Sponsorship benefits may include, but are not limited to, recognition on the CRYSA website and social media accounts, inclusion in CRYSA communications and promotional materials.
- Additional sponsorship benefits may be provided subject to approval by the CRYSA Board of Directors, such as advertising opportunities at CRYSA events, and opportunities for co-branded marketing initiatives.

## **6 Sponsorship:**

- The Director of Sponsorship will ensure effective tracking of all communications with sponsors.
- Sponsorship will be reviewed on an annual basis to ensure that they are meeting the needs of both CRYSA and the sponsor.

## **7 Renewal/Termination of Sponsorship:**

- CRYSA is under no obligation to renew a sponsorship agreement.
- In the event of termination, the sponsor will not be entitled to any further benefits or recognition, and any remaining obligations of the sponsor will be immediately due and payable.

## **8 Conflicts of Interest:**

- Any member of CRYSA's Board of Directors who has a personal or financial interest in a sponsorship must disclose this interest and recuse themselves from any discussions or decisions related to that sponsorship.

## **APPENDIX 1**

### **Sponsorship Opportunities** (depending on availability):

#### **Level 1: \$300 Sponsorship (Community Sponsor) (Maximum of 10)**

- Sponsor for Spring and Fall sessions.
- CRYSA logo on sleeve of shirts.
- Sponsor name/logo on back with other Community Sponsors (Minimum 1 Division).
- Players/coaches keep shirts after season ends.
- Sponsor recognition on CRYSA website (logo & links).
- Sponsor recognition on Sponsor Board in Clubhouse.
- Sponsor recognition via Social Media (minimum once per season).
- Certificate acknowledging support of CRYSA for display.
- CRYSA members will be encouraged to support sponsors.

#### **Level 2: \$500 Sponsorship**

- Sponsor for Spring and Fall sessions.
- Sponsor name/logo on either one sleeve of a division's shirts, or the back of a division's shirts but given more prominence relative to Level 1 sponsors.
- Players/coaches keep shirts after season ends.
- Sponsor recognition on CRYSA website (logo & links).
- Sponsor recognition on Sponsor Board in Clubhouse.
- Sponsor recognition via Social Media
- Certificate acknowledging support of CRYSA for display.
- Sponsor can display self-provided promotional banner during one-of events at the discretion of CRYSA with pre-arrangement.
- CRYSA members will be encouraged to support sponsors.

#### **Level 3: \$2,500 Sponsorship (Division Sponsor)**

- Sponsor for Spring and Fall sessions.
- CRYSA logo on sleeve of shirts.
- Sponsor name/logo on front of shirt (exclusive).
- Back of shirt may have other sponsors.
- Players/coaches keep shirts after season ends.
- Sponsor recognition on CRYSA website (logo & links).
- Sponsor recognition on Sponsor Board in Clubhouse.
- Sponsor recognition via Social Media (up to twice per season, one of which can be a "sponsor driven" message with approval by a CRYSA Executive).
- Team photo(s).
- Certificate acknowledging support of CRYSA for display.
- Sponsor can display self-provided promotional banner during one-of events at the discretion of CRYSA with prearrangement.
- CRYSA members will be encouraged to support sponsors.

#### **Level 4: Event Sponsors and Supporter**

- Sponsor for specific and one-of events such as Mini World Cup, Tournaments, and soccer-related events.
- Recognition of Event Sponsors and Supporters will be determined on a case-by-case basis.
- Sponsor can display self-provided promotional banner during one-off events at the discretion of CRYSA with prearrangement.
- CRYSA members will be encouraged to support sponsors.

#### **Level 5: Discretionary Supporter**

- Separate from the above sponsorship levels, a business or individual may wish to support CRYSA (i.e. cash, frozen treats for event, bottled water, equipment, etc.).
- Discretionary donations are to be forwarded to the Director of Sponsorship
- The Director of Sponsorship will determine acceptance and the recognition the donor will receive (in keeping with the spirit of this Policy).
- Director of Sponsorship will notify CRYSA Executive, Director's and/or Administrator as appropriate at the time or at next Board of Director's meeting.
- CRYSA members will be encouraged to support sponsors.