

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.
- 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):

COMMUNITY PROGRAM

Field Sponsor: \$1000 Sponsorship per year

- Sponsor for Spring and Fall sessions.
- 6'x3' Sign Displayed at Cermaq Field in Robron Park on Saturdays during Community Games
- Sponsor must pay for cost of sign, purchased through CRYSA sign company
- Sign can be reused for multiple seasons.
- Sponsorship only lasts 1 year.

Shirt Sponsor: \$3000 Sponsorship per year (must sign up for 2 year term)

- Sponsor for Spring and Fall sessions.
- 1 of 4 company logos on back of all community shirts (excluding Discovery Program) for the term.
- Social media post, twice per year.
- Logo on CRYSA website with link to their website
- Guarantee they will be the only sponsor in their industry on the shirts
- 6'x3' Sign Displayed at Cermaq Field in Robron Park on Saturdays during Community Games, sign paid for by CRYSA.

REP PROGRAM

Field Sponsor: \$1000 Sponsorship per season

- Sponsor for Spring and Fall sessions.
- 6'x3' Sign Displayed at Cermaq Field in Robron Park on Sundays during Rep Games
- Sponsor must pay for cost of sign, purchased through CRYSA sign company
- Sign can be reused for multiple seasons.
- Sponsorship only lasts 1 season.

Primary and Secondary Sponsors

These are negotiated on a case by case basis by the Director of Sponsorship and approved by the CRYSA Executive.

MISCELLANEOUS

Event Sponsors and Supporters

- Sponsor for specific and one-off 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.

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