



CAMPBELL RIVER YOUTH SOCCER ASSOCIATION

SPONSORSHIP POLICY

1. CRYSA recognizes the value of Sponsors for the ongoing economic sustainability of the Association. For our purposes, CRYSA defines sponsorship as a written arrangement between CRYSA and business or individual entities. In exchange for sponsorship funds, CRYSA will provide various opportunities for recognition of the sponsor. Levels of Sponsorship and the associated recognition is outlined in Appendix 1.
2. The goal of this Policy is to: establish a consistent and controlled procedure for securing sponsorship funds; ensure that monies raised through sponsorship are distributed in a manner that benefits the whole club; and promote club branding and community awareness.
3. In order to ensure consistency in the application of a sponsorship program, the Administrator, in conjunction with the Director responsible for sponsorship (Sponsor Committee), will assume primary responsibilities and implement a control system that ensures businesses are not asked repeatedly for monies and provide suitable recognition for the support of all sponsors and donors.
4. Neither teams nor individuals are to directly solicit or receive sponsorship money. If an individual or a team has a potential sponsor, the information is to be passed on to the Administrator and/or Director responsible for Sponsorship who will represent CRYSA and make appropriate contact.
5. Sponsorship is designed to benefit CRYSA and its players. Monies from sponsors secured through the Sponsor Committee will fully remain within CRYSA for the benefit of the organization and its players and the application of Appendix 1 will be implemented.
6. CRYSA recognizes that some teams may be able to obtain monies that would not otherwise be available to CRYSA, usually because of a special relationship with family or a business. In such cases where the business or individual wishes to sponsor a particular team, a sponsor arrangement under Appendix 1 will be established, and 50 % of the funds will remain with CRYSA and 50% of the funds will be allocated to that team by CRYSA to be used towards soccer related equipment, kit, tournament fees, travel, etc. If the team wishes to raise additional funds they are eligible to do so under the provisions of a Level 5 Sponsor (App. 1) or CRYSA's Fundraising Policy.
7. For Rep or Development teams, any kit items purchased must be approved by CRYSA and reflect the organizations brand. Kit items include shirts, track suits, warm-ups, outerwear, bags and headwear.



8. CRYSA will provide avenues to recognize Sponsors. Sponsorship levels and the associated recognition is outlined in Appendix 1. In addition a Sponsorship wall will be set up at the clubhouse ensuring all members and visitors will be aware of who the sponsors are. All CRYSA members (executive, directors, players, parents/guardians) are encouraged to patronize our sponsor businesses.

APPENDIX 1

Sponsorship Opportunities (depending on availability)

- Level 1 - \$300 sponsorship (Community Sponsor)
- Spring League House Sponsor
 - CRYSA logo on sleeve of shirt
 - Sponsor name/logo on back of shirt with other Community Sponsors
 - Players keep shirts for personal use after season ends
 - Sponsor recognition on CRYSA website (logo & links)
 - Sponsor recognition on CRYSA sponsored advertising or newspaper articles
 - Certificate acknowledging CRYSA support for display in business
- Level 2 - \$1,000 sponsorship (Division Sponsor)
- Spring League House Sponsor
 - CRYSA logo on sleeve of shirt
 - Sponsor name/logo on front of shirt (exclusive)
 - Players keep shirts for personal use after season ends
 - Sponsor recognition on CRYSA website (logo & links)
 - Sponsor recognition on CRYSA sponsored advertising or newspaper articles
 - Certificate acknowledging CRYSA support for display in business
- Level 3 - \$1,500 sponsorship (Rep or Development Team Sponsor)
- Fall and Spring seasons
 - CRYSA provided jerseys (home and away, returned at end of season)
 - If the team purchases additional articles (bags, coats, pants, etc.) beyond the regular CRYSA "kit", items can bear the logo of the sponsor
 - Team will identify the Sponsor in all team press releases submitted to the local newspapers.
 - Sponsor recognition on CRYSA website (logo & links)
 - Sponsor recognition on CRYSA sponsored advertising or newspaper articles
 - Individual banner provided by Sponsor displayed at games
 - Team photo with accompanying recognition of support
 - Certificate acknowledging CRYSA support for display in business



- Level 4 - \$2,000 sponsorship (Division Sponsor)
- Spring & Fall League House Sponsor
 - CRYSA logo on sleeve of shirt
 - Sponsor name/logo on front of shirt (exclusive)
 - Players keep shirts for personal use after season ends
 - Sponsor recognition on CRYSA website (logo & links)
 - Sponsor recognition on CRYSA sponsored advertising or newspaper articles
 - Team photo with accompanying recognition of support
 - Certificate acknowledging CRYSA support for display in business
- Level 5 - Discretionary donations to CRYSA
- Separate from the above sponsorship levels, a business or individual may wish to provide food, donation in kind, etc.) in support of CRYSA or a specific team. In such cases , the Administrator and Sponsorship Director, in their discretion, may determine if the contribution will be accepted, the division between CRYSA and the team, and determine the benefits to be received by the donor. The Administrator and Sponsorship Director shall, in exercising their discretion, treat any substantial donation (a donation with a value equal to or greater than a level 1 sponsorship) in a similar fashion to a sponsorship as outlined in this policy.