



Sponsorship / Fundraising Policy

June 2011

General:

Fundraising and Sponsorship make Competitive soccer more affordable for players and their families and so are encouraged.

This Sponsorship / Fundraising policy is required to ensure that fundraising activities are acceptable in nature, that all external communications are consistent with the image of the Club, and that no sponsor is subjected to excessive requests for funding.

Compliance with the policy is mandatory, and failure to comply will be addressed through the club's discipline processes up to de-registration of the team involved.

Eligibility:

Recreational (House League) and All-Star teams MAY NOT fundraise: this option is only available to Select and Competitive teams.

Budget and Financial Statements:

- 1) Each competitive team will develop a budget for the anticipated income and expenses for the season and submit to the board for approval no later than the April board meeting. Any significant change in the budget is to be notified to the Director of Competitive Soccer and the Treasurer, and if deemed necessary, they may require that it be re-approved.
- 2) Each team must have a bank account facilitated by the team manager. The Board may ask to see statements from time to time, and they are to be supplied within two weeks of request.
- 3) The goal of Fundraising and Sponsorship is to support soccer and soccer-related activities.
- 4) End-of-season financial status for each team is to be presented by Director of Competitive Soccer, target being the October scheduled meeting.
- 5) Disposition of excessive balance in the team account is a Board decision.
- 6) Distribution of funds when a team dissolves is decided by Treasurer, Team Manager, and Director of Competitive Soccer.

Communications Responsibility:

General information regarding sponsorship for the use of sponsors and Club members, including options and amounts (minimum donations) will be listed on the web site and updated from time to time by Board decision.

Formal communications regarding sponsorships and donations are to be carried out by the Club Officer responsible for Sponsorship and Fundraising Management. In particular the following communications must be sent by the Club Office.

- 1) Solicitations for Sponsorship. The Club routinely approaches local firms, especially those who have sponsored us before. This is the only acceptable way of soliciting. A team may ask the sponsorship office to approach untapped sources. Phone solicitation (cold calling) is NOT ALLOWED.
- 2) Follow-up letters, typically in the form of invoices, where a sponsor or donor has approached the Team / Club. Team contacts must pass details of all such approaches to the Office.
- 3) Receipts for funds supplied to a team. The Office must see the payment supplied, and will provide a receipt. It is preferred that payments by sponsors or donors be by cheque.

The team is encouraged to communicate directly with donors or sponsors regarding any other team matters.



Team Fundraising

- 1) Each competitive team will assign a manager or assistant manager to facilitate the fundraising and sponsorships in accord with this Policy, and working with the Club Office.
- 2) At the start of the season an annual fundraising plan (this is not the same as the budget) for each team must be submitted to the Board via the responsible Club Officer indicating the types and dates of proposed fundraisers.
 - a. Proposals for each fundraising event will be submitted to the board using the 'ASC Fundraising Form' for approval at a regular, scheduled Board meeting. Only after board approval may the event take place.
 - b. The team manager is responsible for all documentation, financial management, and event reporting as required by the Acton Soccer Club.
 - c. 100% of the fundraising event net proceeds to go to the team bank account. Expenses to be supported by receipts, which the Board may ask to review.
 - d. All money collected through fundraising events will be used for team activities and not for the benefit of the parents.
 - e. Events that are conducive to joint initiatives between teams should be considered to divide the workload and increase the financial return
- 3) The following fundraising events shall not be approved to raise funds for a team within the Acton Soccer Club due to legal and/or insurance reasons:
 - a. Any event involving the sale or distribution of alcohol.
 - b. Any event involving use of fireworks.
 - c. Any event that infringes on the lottery & gaming rules in Ontario, or any other laws.

Sponsorships and Donations

- 1) Sponsorship of all teams within Acton Soccer Club is to be coordinated by the Club Sponsorship office.
- 2) Solicitation will be done by the Club Office, usually offering the potential sponsor the choice of supporting Recreational or Competitive team(s).
- 3) If a sponsor or donor with an offer to support a competitive team approaches the team directly – this will typically be parents, friends, or contacts of a player or coach – details are to be passed to the Club Office which will carry out all communication necessary to secure the sponsorship/donation, to provide a receipt, and pass the funds to the team involved. The team manager will be copied on this communication. EXAMPLES – contact may say “my company needs an invoice and then a receipt”, which will both be sent by Club Office. Or, contact may write a cheque on-the-spot, so the Club Office only needs to provide a receipt.
- 4) It is possible that both Club solicitation and an offer made by a Team Contact may result in two potential sponsors, while only one is required. The Team decides which one to accept (subject to any uniform printing issues). The sponsor that is not selected will be informed by the person that found them.
- 5) Donations are to be informed to the Club Office in the same way as sponsorships: the only difference is that sponsors have their names on the team uniforms and receive photo plaques, while donors do not. Teams have the discretion to acknowledge donations by printing names or logos of donors on banners, shelters, etc.
- 6) The club office will issue a receipt to any company or individual making a donation or sponsorship.