



SPONSORSHIP

Purpose

This policy outlines Athletic Football Club Southampton sponsorship requirements. It includes definitions, rules and regulations, as well as the financial and promotional options available. It is intended to provide guidance to all club members when considering a sponsorship arrangement. **Sponsorship** occurs when a business is given promotional consideration in exchange for a financial contribution to the Club. All sponsorships must be approved and managed (where necessary) by the Board.

As a not-for-profit organization, Athletic Football Club Southampton will pursue sponsorships in order to generate additional revenue to offset the costs of its operations. All AFC Southampton sponsors will uphold and promote the organization's mission, vision and values. AFC Southampton will seek sponsors who help promote community, soccer, youth development and a healthy lifestyle. AFC Southampton reserves the right to decline any sponsorship proposal.

Rules and Regulations

AFC Southampton will give priority, whenever possible or relevant, to sponsors who:

- **promote healthy lifestyles**
- **contribute to community-building**
- **encourage youth development and leadership**
- **promote youth sport**

AFC Southampton will not accept sponsorship from:

- Alcoholic beverage manufacturers, or distributors for (*new name*) youth programs and/or events. Alcoholic beverage manufacturers or distributors may sponsor (*new name*) adult programs and/or events.
- Tobacco and marijuana companies, or companies that promote the sale of tobacco and/or marijuana.
- Companies that manufacture weapons or promote the sale of weapons.
- Religious or political organizations that are offensive or prejudicial towards other groups.
- Companies that demean members of any group based on gender, ethnicity, or sexual orientation.
- Organizations that disparage or make negative comments about the club and any affiliates/partners of the club

AFC Southampton will offer four levels of sponsorships:

Platinum- Club level (\$15,000+)

Sponsors provide non-directed funds to the club for a minimum period of two years.

Sponsor logo on centre front of all game jerseys	X
Clubhouse Facility and/or Equipment Advertising	X
Website advertising (static)	X
Promotional communication	X
Club social media page	X
Listing in the monthly newsletter	X
Tournament or Festival Booth	X
Portable sponsor signage/banner*	X

Gold- Program/Event level (\$4,000+)

Sponsors provide funds directed to one of the following areas of interest for a minimum period of one year.

- Junior Academy
- Development Academy
- Foundation Academy

Sponsor logo on left sleeve of selected group game jersey or Practice jersey for academy	X
Website advertising (rotational)	X
Promotional communication	X
Selected group social media page, if applicable	X
Listing in the monthly newsletter	X
Tournament or Festival Booth	X
Portable sponsor signage/banner for selected group games*	X

Silver- Age and/or gender Group level (\$2000+)

Sponsors provide funds directed to one age group or gender in the Club for a minimum period of one year.

Website advertising (rotational)	X
Promotional communication	X
Selected group social media page, if applicable	X
Listing in the monthly newsletter	X
Portable sponsor signage/banner*	X

Bronze- Team level (\$1000+)

Sponsors provide funds for one specific team for a minimum period of one year.

Website advertising (rotational)	X
Team social media page	X
Portable sponsor signage/banner*	X
team awards events	X

*All signage must comply with Ontario Soccer and OASL League requirements.

AFC Southampton Sponsorship/Partnership Program

This program allows players and parents to benefit from obtaining **team** sponsorships. Parents who secure sponsors for their child's team will receive credit to use towards Club purchases. The breakdown for sponsorships secured by parents will be as follows:

- 25% of the sponsorship total will be allocated to the parent/player's online account to use towards registration fees or other Club purchases made within the calendar year. The parent can also choose to allocate all or part of the credit towards another player's account or donate it to the AFC Southampton Financial Assistance Fund. Credit awarded to a player will not exceed the player's registration and team fees for the season in which the sponsorship has been received.
- 60% of the sponsorship total will be allocated to that parent/player's team account for the season in which the sponsorship was received. The funds remain with the team for use during the season.
- 15% of the sponsorship total will be allocated towards the Club for fees, expenses and the administrative allocation of the funds.