SPONSORSHIP & FUNDRAISING POLICY & PROCEDURES

West Niagara Rise Soccer Club (WNSC)

Effective: 2026–2027 Season

Policy Area	Applies To	Approval Authority Review Cycle
Fundraising & Sponsorship	All WNSC Teams, Players & Team Officials	WNSC Board / Club Administration Annual

1. Purpose

This policy establishes the requirements and procedures governing travel team sponsorships, individual player sponsorships, and team fundraising activities. The purpose is to ensure that all sponsorship and fundraising activity is conducted consistently, transparently, and in a manner that protects WNSC, its players, families, partners, suppliers, and governing organizations.

2. Scope

This policy applies to all WNSC travel teams, players, parents/guardians, coaches, managers, team officials, volunteers, and any individual acting on behalf of a WNSC team in connection with sponsorship or fundraising.

3. General Principles

- All sponsorship and fundraising activity must comply with WNSC policies, procedures, contracts, partner requirements, and applicable governing-body requirements.
- All sponsorship and fundraising funds are WNSC-controlled team funds and are not the personal property of any coach, manager, player, parent, or other individual.
- All income and expenses must be properly documented and recorded in the applicable team's financial records and master budget.
- WNSC reserves the right to review, approve, restrict, or reject sponsorships and fundraising activities where necessary.

- Travel teams are permitted to obtain sponsorships to assist with legitimate team-related costs, including tournaments, festivals, team events, approved team gear, and other approved team expenses.
- All travel team sponsorships must follow the WNSC sponsorship process.
- WNSC will provide a standard Club-wide sponsorship information package/letter for use by all teams.
- All teams must use the approved WNSC sponsorship package when approaching potential sponsors.
- A Google Form will be provided for the collection of sponsor information. A QR code may be included on the sponsorship package to direct sponsors to the form.
- Teams may approach sponsors and seek sponsorship contributions at their discretion, subject to a minimum sponsorship contribution of $250 per sponsor. There is no maximum sponsorship amount unless otherwise established by the Club.
- All sponsorship arrangements must be reported to Club Administration through the required sponsorship form.

4.2 Mandatory Team Fee & Logo Fees

- Each WNSC travel team is required to pay a mandatory team sponsorship fee of $400. This fee can be obtained through sponsorship or team fee split equally between all squad members.
- The mandatory team fee includes placement of the team's primary sponsor logo on the front of both the Home and Away jerseys, subject to WNSC approval and applicable uniform requirements.
- A $20 vector logo fee will apply where a sponsor's logo requires vectorization or specialized logo preparation.
- Additional sponsor logos, beyond the primary sponsor logo included with the team fee, will be charged at $5 per jersey for each additional logo.

4.3 Prohibited Sponsors

Teams may not solicit or accept sponsorships from businesses or organizations that conflict with WNSC, its partners, sponsors, governing organizations, or Club values.

- Tobacco or nicotine companies/products.
- Alcohol companies or retailers.
- Cannabis companies or cannabis-related businesses.
- Adult entertainment businesses.
- Businesses that conflict with or compete directly with Adidas.
- Businesses that conflict with or compete directly with Soccer World/Soccer Works or other designated Club suppliers/partners.
- Direct competitors within soccer-specific industries where the sponsorship would create a conflict with an existing WNSC partner or supplier.
- Any business or organization that WNSC determines may create a conflict of interest, reputational concern, or contractual conflict for the Club.

4.4 Sponsorship Approval

- WNSC reserves the right to review and reject any proposed sponsor.
- Teams should confirm with Club Administration before finalizing a sponsorship where there is any uncertainty about whether the sponsor is permitted.
- Teams must not independently promise sponsorship benefits or advertising opportunities that have not been approved by WNSC.

4.5 Sponsorship Funds

- All sponsorship funds must be paid directly to the applicable WNSC team bank account through the

approved payment process.

- Sponsorship funds must not be deposited into a coach's, manager's, player's, parent's, or other individual's personal bank account. Cash sponsorship payments should not be accepted.
- Sponsorship funds are team funds and must be used for legitimate expenses benefiting the team and/or its players, including tournaments/festivals, team events, approved team training, team/player equipment, approved team apparel or gear, and other approved team or player expenses. Sponsorship funds may not be used to compensate, reimburse, gift, or otherwise financially benefit coaches or other team officials, except for legitimate team expenses incurred by those individuals that meet the Club's reimbursement requirements.

4.6 Sponsor Recognition

Standard sponsor recognition opportunities may include: sponsor logo displayed on the WNSC website with a link to the sponsor's website; one WNSC social media recognition post; and team jersey/logo placement, at the team's discretion and subject to WNSC approval and applicable uniform requirements.

4.7 Logo Submission & Team Fee Payment Deadline

All final sponsor logo files, together with the mandatory $400 team fee and any applicable logo fees, must be submitted and paid to WNSC no later than January 31st of the applicable season. Team fee and applicable logo-fee payments must be made by e-transfer. Logos or payments received after January 31st cannot be guaranteed for inclusion on team jerseys. All jersey sponsorship placements must comply with WNSC uniform standards and applicable supplier/partner requirements.

5. Individual Player Sponsorships

- WNSC permits individual players to seek sponsorship assistance to help offset their Club/team-related fees.
- Individual player sponsorships must be processed through the approved WNSC sponsorship process, including the designated Individual Player Sponsorship Google Form.

- Sponsorship funds intended to offset a player's registration or other Club fees must be paid directly to WNSC and must not be paid directly to the player, parent, guardian, coach, or team official.
- The Club will apply approved sponsorship funds to the applicable player's eligible fees in accordance with its accounting procedures.
- Individual player sponsorships are separate from team sponsorships and team fundraising. All individual sponsors remain subject to WNSC's prohibited sponsor requirements.

6. Team Fundraising

WNSC encourages teams to participate in fundraising activities that provide financial support for team-related activities and player opportunities.

- There will be no mandatory Club-wide fundraising program unless specifically approved by the WNSC Board.
- Team-level fundraising is permitted and encouraged, provided that the fundraising activity receives approval before it begins.
- All team fundraising activities must be approved by Club Administration and/or the WNSC Board, as applicable.
- Teams must submit proposed fundraising information to Club Administration by email before soliciting

funds, advertising the fundraiser, collecting money, or entering into an agreement with a fundraising provider.

- The request should include the team name/age group, description of the fundraising activity, fundraising provider if applicable, dates, expected revenue/expenses, intended use of funds, and any contracts, agreements, or promotional materials.

6.1 Fundraising Controls

- Fundraising proceeds must be deposited directly into the applicable WNSC team bank account and must not be deposited into personal accounts.
- Cash handling should be avoided wherever possible and must follow any procedures established by WNSC.
- All fundraising income and expenses must be recorded in the team's master budget and financial records.
- Fundraising proceeds must be used for legitimate team/player purposes and in accordance with the approved team budget.
- Fundraising may not be used to provide personal financial benefit to coaches, managers, or other team officials.
- Teams must maintain receipts and supporting documentation for all fundraising-related expenses.
- Teams must clearly communicate the purpose and use of fundraising proceeds to participating families.

7. Sponsorship & Fundraising Procedure

The following procedure must be followed for all sponsorship and fundraising activity:

1. Review this policy and confirm that the proposed sponsor or fundraising activity is permitted.

2. For team sponsorships, use only the approved WNSC sponsorship package and required sponsorship form.
3. Submit the required sponsor or fun
draising information to Club Administration before finalizing commitments, advertising, collecting funds, or entering into agreements.
4. Obtain any required WNSC approval before promising sponsor recognition, jersey placement, advertising, or other benefits.
5. Direct all funds to the applicable WNSC team bank account or directly to WNSC where the funds are intended to offset an individual player's fees.
6. Record all income and expenses in the applicable team's master budget and retain supporting documentation.
7. Use funds only for legitimate, approved team/player purposes.
8. Ensure sponsor recognition and use of logos complies with WNSC requirements, uniform standards, supplier/partner requirements, and applicable deadlines.
9. At season end, ensure all sponsorship and fundraising income and related expenses are reflected in the team's financial records and year-end reporting.

8. Roles & Responsibilities

Role	Responsibility
WNSC Board	Establishes policy, approves exceptions where applicable, and may review sponsorship or fundraising matters requiring Board-level approval.

Club Administration	Administers the sponsorship process, reviews submissions, maintains required records, coordinates sponsor recognition, and provides direction where requirements are unclear.
Team Officials	Ensure sponsorship and fundraising activity follows this policy, obtain required approvals, maintain records, and ensure funds are properly deposited and used.
Parents/Guardians & Players	Participate in approved activities and follow WNSC procedures when soliciting or collecting sponsorship/fundraising funds.

IMPORTANT: Sponsorship and fundraising money remains WNSC-controlled team funds and is not the personal property of the coach, manager, player, parent, or any other individual.

9. Records & Documentation

- Teams must retain sponsorship forms, sponsor information, approvals, contracts/agreements, receipts, invoices, and other supporting documentation as required by WNSC.
- All sponsorship and fundraising activity must be reflected in the team's master budget and financial records.
- Documentation must be made available to WNSC upon request.

10. Policy Administration

WNSC may amend this policy from time to time to address operational requirements, governing-body requirements, supplier or partner agreements, financial controls, or other Club needs. Where a conflict exists between this policy and a binding WNSC agreement, governing-body requirement, or applicable law, the binding requirement will take precedence.

11. Approval & Review

Document	Date Approved By
Sponsorship & Fundraising Policy & Procedures	November 15 2026
Next Review	TBD