



Carleton Place Soccer Club Inc.

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Policy #7-2013

Sponsorship Policy

1. Carleton Place Soccer Club sincerely appreciates the support of its sponsors for the Club and specific teams.

Historically

Sponsors have been recognized in several ways. Their logos or corporate names have been on the items for which they have paid. For example, labels have been placed on equipment bags, practice shirts and tracksuits. Acknowledgment has also been made on the club website, in the Advantage, team booklets and on banners. There has not been a clearly defined club policy regarding sponsorship.

2. The Sponsorship policy will be a living/working document and will be amended as required. Below are some initial guidelines in which the club, coaches and members can follow:
 - a. CPSC believes that the best use of donated funds is player development;
 - b. The Board of Directors will continue to buy and manage both light and dark sets of shirts for each competitive team;
 - c. When a set of team shirts are sponsored, the following rules must be respected:
 - i. Team shirts must conform to club colours;
 - ii. Shirts must have the club crest on the front;
 - iii. Only one sponsor's label is allowed per team, and must be located in the same manner and location on every players shirt;
 - iv. The sponsor's label must be tasteful and appropriate; and
 - v. A proposal must be submitted to the CPSC Sponsorship Sub Committee for approval prior to any commitments being made. The proposal can be sent by email and must include a rough mock up of what the Team and sponsor would like to propose.
 - d. Items to be marked with the club crest or club name plus a sponsor's label must

be approved by the CPSC sponsorship Sub Committee prior to its first usage. This Committee is responsible to the Board of Directors and consists of the Public Relations Director in General, CPSC President and at least one other Board member. Individual Directors may not give approval. It is strongly recommended that Board approval be obtained before the items are purchased or obtained. If unapproved items are used, a very negative directive must be expected; and

- e. Financial transactions between sponsors and team should be set up by 2 Team parents and have the consent of the coach. Those parents are also responsible to the sponsor, the team parents and the CPSC Board of Directors for an end-of-season financial statement accounting for the sponsorship funds.
3. JKI (Just Kick It) is a separate program which is sponsored in part by Tim Horton's and is not included in this policy.
4. If in doubt please contact the Board of Directors for further clarification.

Policy Voted/Accepted at the Board of Director's meeting:

March 19th 2013

Policy Signed by: Bradley Simpson on March 19th 2013
Bradley Simpson, President Date

Policy Signed by: Mark Dorland on 19 MAR 13
Mark Dorland, Secretary Date