



## SPONSORSHIP AND DONATIONS POLICY

Doc. No.	BCSA-POL-025
Rev.	0
Originator:	D. Hawkins
Checker	I. Toellner
Approver:	C. Craig
Status:	Published
Effective:	December 2023

Big Country Soccer Association and its members works hard to keep costs down to make soccer accessible and affordable to all. This is in support of our policy on “Diversity, Equality, and Inclusion” (*Ref: BCSA-POL-010*). To do this, Big Country Soccer Association has in place guidelines to support a sponsorship and donations relationship between a willing sponsor and Big Country Soccer Association and/ or its members to generate revenue to offset costs incurred by the operations of the Association and its members. In pursuing these opportunities, the Association seeks out sponsors and donations that share the Association’s values and reserves the right to decline any sponsorship and donation requests that does not meet the requirements of the sponsorship guidelines and overall, Policy of Big Country Soccer Association (*Ref: BCSA-POL-001*).

This Policy is required to ensure that sponsorship and donation activities are acceptable in nature, that all external communications are consistent with the image of the Association, and that no sponsor is subjected to excessive requests for sponsorship opportunities.

Compliance with this Policy and associated guidelines is mandatory, and failure to comply will be addressed through the Association’s discipline process.

### **Value Statement**

Any sponsorship and/ or donations received should add value to existing or planned Big Country Soccer Association and/ or its members’ activities and should not form the cornerstone of Association operations or create a dependency for Association soccer development.

Sponsorship and donations received should be a bonus and add value to the activities of the Association and/ or its members. Acceptance of sponsorship and donations, therefore, must enhance and should not hinder the Association and/ or members’ ability to act in the best interests of the youth participants and volunteers supporting the soccer program. There must be no suggestion that sponsors are given privileged access to Association information or receive special treatment in any way which contravenes Big Country Soccer Association “Diversity, Equality, and Inclusion Policy” (*Ref: BCSA-POL-010*).

### **Types of Sponsors**

- Payment sponsor (by way of cheque, cash, or e-transfer)
- In-kind sponsorship (donation), such as the provision of goods and services to support or enhance the Association’s efforts or activities to promote and provide a positive soccer experience and environment to its participants.

### **Initial Guidelines**

1. Big Country Soccer Association believes that the best use of sponsorship funds and/ or goods in kind is towards player development.
2. All sponsorship requests and approvals will be documented in support of Big Country Soccer Association and/ or members’ financial responsibilities and guidelines.



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3. All sponsorship requests will be approved by Big Country Soccer Association and/ or the members' President and/ or Vice-President.
4. Individual team sponsorship will be considered by Big Country Soccer Association and/ or its members, as available.
5. Donations in kind will be documented in the same way as sponsorships.

All sponsorship agreements will be registered by the members' Board and, as necessary, Big Country Soccer Association Board and maintained on an annual basis by the assigned representative as noted in the "Sponsorship Guideline" (Ref: BCSA-GUI-009). All Big Country Soccer Association sponsorships and donations will be reported in the Big Country Soccer Association Annual General Meeting Report.

### **Reference**

Big Country Soccer Association Policy (Ref: BCSA-POL-001)

Big Country Soccer Association Diversity, Equality, and Inclusion Policy (Ref: BCSA-POL-010)

Big Country Soccer Association Sponsorship Guideline (Ref: BCSA-GUI-009)