



## Sponsorship Policy

Last Updated: April, 2019

1. Advertising on Club/Team Jerseys
  - a. Club emblems and names on Club/Team Jerseys do not require approval by EIYSA provided they conform to standards of Alberta Soccer Association and where and when applicable standards of National and International bodies (CSA, FIFA, etc.).
  - b. Clubs may place sponsor information (advertisement) on club tracksuits, equipment bags, and player bags (back packs) unrestricted.
  - c. Sponsor advertising (e.g. designation, message, logo, trademark, name or emblem of any nature) may be placed on Club/Team Jerseys to a maximum of 250 cm<sup>2</sup> following the latest guidelines of The FA.
    - i. Additionally, sponsor advertisement is limited to a size of 3 inches (diameter, square, rectangle) and can be sewn on left sleeve of uniform, between the elbow and shoulder.
    - ii. There shall be no advertisement allowed pertaining to alcohol or tobacco products.
    - iii. There will a limit of 2 (two) sponsors allowed per uniform.
  - d. EIYSA must give written preapproval before the placement of sponsor's advertisements on Club/Team Jerseys.
  
2. Sponsorships
  - a. Clubs must receive prior written approval from EIYSA for any sponsorship agreement before it is formally entered into.
    - i. EIYSA will ensure that such sponsorships reflect the Association's Mission and Objectives.
    - ii. EIYSA will provide Association-wide coordination, cultivation, development and maintenance of sponsorships.

### References:

Latest version

The FA. *A guide to the FA kit and advertising regulations*, accessed from <http://www.thefa.com/football-rules-governance/more/kit-advertising>