



SPONSORSHIP POLICY

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1. OVERVIEW

This policy outlines the terms, benefits, and conditions associated with sponsoring Saskatoon Adult Soccer Inc. (SAS) through various levels of engagement. All sponsorships are subject to availability and approval by SAS.

2. SPONSORSHIP LEVELS

2.1 Annual Title Sponsor – \$10,000

2.1.1 Designated as the **Overall Sponsor**, this exclusive level includes:

- a) Primary name display on official website, email communications, and branding alongside the league name.
- b) Social media promotion: **2 posts per month** featuring or acknowledging the sponsor.

2.2 Seasonal Division Sponsor – \$500

2.2.1 Designated as a Division Sponsor, this level includes:

- a) Exclusive sponsorship of a specific division (e.g., *Men's Division 1 – Aaron Wright's Real Estate Services*).
- b) Sponsor Name/Brand is included in any division-based communications.
- c) Social media promotion: 1 post every other month.
- d) Sponsorship by singular entity is limited to one division in each league.
- e) The Sponsor's Division Name is limited to 35 characters.



2.3 Event Sponsors – \$300

2.3.1 Designated as Event Sponsor, this level includes:

- a) Naming recognition (i.e.: *Playoffs brought to you by Wright Construction*).
- b) Sponsor logo featured on the *playoff* web page, related emails, and published articles.
- c) Applicable to each unique *playoff* format (e.g., Boarded vs. Turf, Indoor vs. Outdoor).
- d) Social media promotion: 1 *playoff*-specific post
- e) Event Sponsors alone may specifically direct their contributing funds.
 - o i.e.: prizes may explicitly be used for an intended group.
- f) Multiple Event Sponsors may sponsor a singular event.
 - o The initial sponsor(s) must agree to any secondary sponsorship sharing the title, posts, etc.

2.4 Tournament Sponsor – \$1,000

2.4.1 Designated as a Tournament Sponsor, this level includes:

- a) Naming recognition (i.e.: *Tournament brought to you by McDonald's*).
- b) Sponsor logo featured on the tournament web page, related emails, and published articles.
- c) Funds directed to reduce IPR costs or team fees etc.; excludes prizes.
- d) Social media promotion: 1 tournament-specific post.

3. SWAG & PROMOTIONAL MATERIALS

3.1 All sponsorship levels may distribute branded swag to participants during their given events, including as part of division prizing.

- a) Specific dates and items should be discussed and approved by SAS.

3.2 Distribution of business cards, brochures, or pamphlets is only permitted when included with swag.

4. SIGNAGE POLICY

4.1 General signage throughout recreational facilities is not permitted, except during special events.

- a) Examples of permitted signage at events: Stand-up banners, sponsorship walls, branded tablecloths.

4.2 Permanent sponsorship signage options are available and managed through the Saskatoon Soccer Centre (SSC).



5. INDIVIDUAL LEAGUE OR TEAM SPONSORSHIP

- 5.1 Teams seeking independent sponsorship must receive prior approval from SAS to use the association's name, branding, or website for promotional purposes.

6. GENERAL CONDITIONS

- 6.1 Sponsorship levels are exclusive and non-shareable unless stated otherwise.
- 6.2 Sponsorships are awarded on a first-come, first-served basis.
- 6.3 No proration of sponsorship fees will be applied under any circumstances.
- 6.4 Sponsors must be business entities and the sponsor's name advertised by SAS must be approved by SAS. Personal sponsorship is prohibited.