



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

WINNIPEG PHOENIX FC SPONSORSHIP POLICY

POLICY STATEMENT

1. Purpose and Philosophy

The Winnipeg Phoenix Football Club (WPFC) welcomes partnerships with local, regional, and national businesses to enhance our ability to provide quality community-based soccer programming in the greater Winnipeg area. Sponsorships are essential to WPFC to help keep registration fees affordable, upgrade equipment, improve facilities, and provide scholarships to players in need to keep soccer accessible for all.

WPFC aligns itself with sponsors who share our commitment to community, youth development, and belief that soccer participation aids in a positive, healthy lifestyle for all involved.

2. Club Sponsorship Structure & Opportunities

WPFC offers various, clearly defined tiers to ensure high value for partners. Club Sponsorships as outlined below are based at the overall club level only. This is to ensure that WPFC marketing, logos and recognition are consistent throughout the entire organization.

Team specific Sponsorships/Donations, which are distinctly handled differently from Club Sponsorships, are those monetary gifts made to specific teams to help offset cost of items such as tournament registration and travel are handled under section 3 below.

- **Platinum/Premier Partner (*\$5,000.00):** Exclusive primary branding on jerseys, prominent field banners, social media spotlight, website link, and a club photo with thank you recognition to proudly display at your organization identifying your organization as a Platinum Partner.
- **Gold/Team Sponsor (*\$3,000.00):** Smaller Logo placement on the back of team jerseys, website recognition, signage at facility as a recognized sponsor, and a club photo with thank you recognition to proudly display at your organization identifying you as a Gold Sponsor.
- **Silver/Equipment Sponsor (*\$1,500.00):** Logo on sleeve of jersey (if allowable by MSA/CSA), on training apparel (e.g., hoodies) or training equipment.
- **Bronze/Community Partner (*\$1,000.00):** Name listed on the club website or in the newsletter.



Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

*** All sponsorships will be negotiated and ultimately approved by the Sponsorship/Fundraising Committee.**

3. Team Specific Sponsorships

We understand the additional financial burden placed on families when the team has out of province travel booked for either league or tournament play. While these are great opportunities for players to grow as individuals and teams, they do have an additional cost that the teams are responsible for covering outside of their normal registration with WPFC.

While options exist that families simply pay their way, or teams hold fundraisers ([see fundraiser policy](#)) to help offset costs, a highly encouraged method to offset costs is engaging our business community to be a team sponsor. Team sponsorship is only approved on a one-year basis. New applications for sponsorship will be required to be run by the WPFC Board of Directors each year.

For team apparel, team specific sponsorship with logo of the team specific sponsor will only be allowed on apparel for specific events (teams attending tournaments, teams attending nationals or similar). These sponsorships will need to be approved by the WPFC Board of Directors.

Team specific sponsors will:

- Have their funds allocated 100% to team of choice
- Be acknowledged directly through the team specific social media sites under the WPFC umbrella, as opposed to recognized directly at the club level website as club sponsors are.
- Receive a team photo with acknowledgment of sponsorship to proudly display at place of business

4. Eligible Sponsors

WPFC reserves the right to decline any sponsorship proposal that does not align with our values or the best interests of our young players at the full discretion of the WPFC Board of Directors.

Prohibited sponsors include, but are not limited to:

- Tobacco, cannabis, and nicotine products.
 - Alcoholic beverage manufacturers.
 - Gambling or betting establishments.
 - Organizations promoting violence, weapons, or hate speech.
 - Entities that discriminate based on gender, ethnicity, or sexual orientation.
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Winnipeg Phoenix Football Club

POLICIES AND PROCEDURES

5. Approval and Administration Process

To maintain uniformity, all sponsorship agreements must follow this process:

1. **Submission:** Prospective team sponsors should complete the sponsorship request form and submit directly to the Board of Directors for review and approval

[WPFC Sponsorship form](#)

2. **Approval:** All sponsorships must be approved by the Club President before any commitment is made to a business. Applications should be reviewed within 7 days of receiving submission.
3. **Term:** The length of the sponsorship is typically for the current single season which runs concurrent to the calendar year. There may be exceptions to this, and terms should be agreed upon in writing upon approval of the sponsorship arrangement
4. **Conflict Check:** Specific Teams may not solicit existing club-wide sponsors.

6. Financial Accountability

- **Payment Timing:** Payment is due within 14 days of Club President approval. Once payment is received the club will move forward with the agreed upon recognition based on sponsorship level and agreement.
- **Monetary Payments:** All sponsorships must be paid directly to the Club's official bank account, not to individual team personnel. The club will appropriately facilitate transfer or allocation of funds to specific teams as agreed upon in the sponsorship agreement.
- **Traceable Donations:** Only traceable monetary donations (cheque, credit card, e-transfer) are accepted; cash donations are strictly prohibited.
- **Usage:** Funds designated for a specific team will only be used for that team's expenses whereas club level sponsorship will be used to offset costs of running the club as noted in section 1 above.

APPROVED BY:

PHOENIX SOCCER Inc Board

DATE OF APPROVAL

MAY 28, 2026