



Sponsorship Policy

Acceptance, approval, recognition, restricted gifts, and brand use

Revision 2.0 | Board adoption pending

Soccer is our platform. Growth is our purpose.

Purpose

Sponsorships support affordable programming, player safety, equipment, training, scholarships, fields, events, administration, and sustainable growth. This policy protects the Club's independence, charitable purpose, reputation, families, and sponsor relationships.

Acceptance standards

- Sponsorships must advance or be compatible with the Club's mission and 501(c)(3) purposes.
- The Club may decline support that creates legal, safety, reputational, operational, or mission risk; targets or exploits minors; conflicts with youth-sports values; or implies inappropriate endorsement.
- The Board or its authorized delegate must approve sponsorship levels, benefits, agreements, restricted purposes, in-kind valuation, and use of Club marks.
- No sponsor receives control over governance, roster or playing decisions, coaching, discipline, procurement, or confidential participant information.

Restricted gifts and conflicts

Restricted funds will be used consistently with lawful written restrictions. The Club will not accept restrictions that are impractical, discriminatory, inconsistent with mission, or give a donor improper control. Directors, officers, coaches, and volunteers must disclose sponsor, vendor, family, employment, or financial conflicts and follow Article X of the bylaws.

Agreements and benefits

- Material sponsorships should use a written agreement stating the parties, term, contribution, payment schedule, permitted use, recognition, logo permissions, cancellation, and any restrictions.
- Recognition is subject to space, production deadlines, venue and league rules, uniform availability, and Club discretion unless the signed agreement states otherwise.

- The Club will make reasonable efforts to deliver promised recognition but does not guarantee audience size, impressions, sales, registrations, competitive results, or tax treatment.
- Sponsorship is not exclusive unless expressly approved in writing.

Branding and participant privacy

- Sponsor logos must be supplied in approved quality and may not be altered except for technical production needs with permission.
- Sponsors may not use player names, images, contact information, testimonials, or team access without specific Club authorization and applicable consent.
- Sponsors may describe themselves accurately as a sponsor during the term but may not imply ownership, official agency, fundraising authority, or endorsement beyond the agreement.

Financial controls and acknowledgment

- Contributions must be payable to Rushcreek Futbol Club (FC) and processed through authorized Club accounts.
- Cash and in-kind contributions must be documented. Only authorized persons may issue acknowledgments or receipts.
- The Club will not state that a payment is tax-deductible beyond what law permits; sponsors should consult their advisers.
- Refunds are not automatic and require authorization consistent with the agreement, donor restrictions, delivered benefits, and law.

Termination

The Club may suspend recognition or terminate a sponsorship for nonpayment, material breach, unauthorized brand use, serious reputational or safety concerns, illegality, or conduct materially inconsistent with Club values. The agreement should address cure, refunds, removal costs, and continuing obligations.

Authority and related documents

This policy is adopted under the Official Governing Documents - Revision 2.0 and must be read consistently with them. If a conflict exists, the Articles of Incorporation, applicable law, and the bylaws control, in that order.

- Bylaws Article IX - Financial Administration
- Bylaws Article X - Conflicts of Interest and Ethics
- Bylaws Article XV - Official Policies, Records, and Communications
- Bylaws Article XVI - Branding and Intellectual Property; Branding Standards

Approval and revision control

Document owner: Board of Directors

Revision: Revision 2.0

Adoption: Aug 16, 2024

Next review: Annual review with the policy register