

# COMMONWEALTH SOCCER CLUB

## Fundraising & Sponsorship Policy

1. **Overview:** It is the intent of Commonwealth Soccer Club (CSC) to provide avenues for the organization and teams to raise funds from sponsors/fundraising activities for the following:
  - a. To manage club operating expenses,
  - b. To enhance team budgets,
  - c. As a means to fund capital improvements and development,
  - d. As a means to fund the CSC Financial Assistance Program, and
  - e. As a means to provide opportunities for player development.
  
2. **Establishment of a Committee**
  - a. CSC will establish a Fundraising and Sponsorship committee (“Committee”) comprised of parent members that pursue corporate sponsors and fundraising activities for the club, to aid in offsetting overhead expenses, to allow for continued growth and allow for financial stability.
  - b. All Fundraising and Sponsorship Programs must be conducted in cooperation and approval of the Board of Directors.
  - c. No member of the committee will receive any compensation for his or her role in the committee.
  - d. The committee reserves the right to deny any sponsorship upon evaluation.
  
3. **Fundraising Approach**
  - a. Approach: All club level fundraising efforts will benefit both the club annual operating budget AND provide for some contribution back to team budgets.
    - i. The committee will determine, based on the specific fundraising activity, how much of the net proceeds will be returned to team budgets. How much a team may stand to gain will be communicated in advance of the event to all team managers and/or fundraising coordinators.
    - ii. All revenues from club level fundraising obtained by the committee will be received by the Treasurer and deposited into the general fund with appropriate team distribution to follow at the end of each month.
    - iii. The club reserves the right to require participation among members where necessary.
  - b. Approvals
    - i. The fundraising committee must approve any fundraisers (including that of all teams) prior to authorization or commencement.
    - ii. Failure to receive approval may result event cancellation and in extreme cases, forfeiture of the proceeds to the Club’s general fund.
  - c. Special Events
    - i. A “Special Event” is defined as: A club wide activity that requires retail patronage in return for a rebate based on sales volume.  
*Example: Chick-fil-A Day*
    - ii. These events must be planned, coordinated and communicated by the Fundraising & Sponsorship Committee.
    - iii. No team may plan or execute a Special Event without prior approval.

#### 4. Team Fundraising

- a. Each team may participate in fundraising activities pending approval from the committee and/or CSC Board. The intent of the team fundraising policy is twofold;
  - i. it will allow teams to raise funds to lower team assessment costs
  - ii. or fund/allow for social events that will build club unity & team environment.
- b. Participation: If a team chooses to participate in a team fundraising activity then each player will be expected to participate in the event.
  - i. Players may be excused from events only if they “opt out” of the fundraiser by contributing the equal value of the net financial benefit to the team prior to the fundraiser beginning.
- c. Distribution of Funds
  - i. Any monies raised by the team for the team must be evenly distributed amongst roster players up to the full amount of the dollars raised.
  - ii. Any dollars raised above the team’s full assessment fees will be returned to the team account.
  - iii. Each team is responsible for managing its own monies raised for future expenses. No refunds will be made back to individuals from the club or from the team account.
- d. The “Take it Club-Wide” Option
  - i. Teams may request the committee promote the fundraising effort throughout the club for larger scale participation.
  - ii. Upon utilizing this option, teams must participate 70/30% (Team/Club) of all net proceeds.
    1. **Example:** *If a 16 family team makes \$100 per family with a fundraising effort for just their team, CSC will offer through the “Take it Club Wide” option the chance for the team to make \$70 per family from as many families as we have in the club (200-300). \$100 for 16 families raises \$1600. \$70 for 100 families raises \$7,000.*
- e. Timely Payment Rule: to ensure that club fees will be satisfied before additional benefits received.
  - i. All registration and other team fees must be current prior to fundraising for additional events or items.
  - ii. It is the team’s responsibility to verify that all club financial responsibilities are met by all individuals before entering into additional obligations.
- f. No Utilization of Logos, Marks or Other Identity for team gain
  - i. Teams MAY NOT establish a fundraiser for the team where they are using the club’s logo, marks or other wholly owned identity unless there is specific approval by the Board of Directors.
  - ii. Any exception approval by the Board of Directors for this rule must be done annually.

#### 5. Sponsorship

- a. Committee
  - i. At the Club level, the committee directs the pursuit of all sponsorship and fundraising.

- ii. The Committee maintains a list of corporate sponsors and contacts that they are pursuing for contributions or who have made contributions to the club in past years.
  - iii. Any listed potential sponsor or current sponsor is not available for team sponsorship of any kind as defined by this policy.
  - iv. Depending on the dollar amount contributed, the sponsor is provided with certain benefits as part of the contribution, as well as, full support within the context of the 501(c)3 not for profit status of the club.
- b. Sponsorship Levels
  - i. Sponsorships managed at the committee level begin at \$1,000 and are custom designed to the needs of the sponsor for and by the Committee.
    - 1. The Committee also has the ability to equate services performed or materials provided to dollar amounts to determine sponsorship level achieved.
  - ii. Gold Level: \$750-\$1,000 Annually
    - 1. Logo placement on CSC Website
    - 2. Logo placement in every CSC eBlast
    - 3. Half Page ad in any CSC Tournament Publication
  - iii. Blue Level: \$500-\$750 Annually
    - 1. Logo placement on CSC Website
    - 2. Company Name in every other CSC eBlast
    - 3. Quarter page ad in any CSC Tournament Publication
  - iv. White Level: \$250-\$500 Annually
    - 1. Company Name on CSC Website
    - 2. Company Name in at least 4 CSC eBlasts
    - 3. Preferred pricing in any CSC Tournament Publication
  - v. Flag Sponsor: \$300 (discounts for multiple flags)
    - 1. Company name on one CSC 8' feather flag to be placed on or near CSC fields during games or major practice days
- c. Team Participation
  - i. Teams may also pursue sponsorship on behalf of the club
  - ii. Teams may participate in 50% of the overall net level of sponsorship sold.
  - iii. Certification of the tax exempt contribution will only be given when the club receives funds.
  - iv. All funds raised from sponsorship that remains with the team should be distributed evenly with no benefit to one individual over another, per IRS regulations.

## 6. Policy Deviations

- a. It is not the intention of this policy to deny anyone the ability to donate money or raise money to benefit the club or team.
- b. There may be situations that present themselves that fall outside of the provisions of this policy. In the event of these arising, the affected party may request a deviation from the policy.
- c. Requests for deviations from this policy will be addressed on a case by case basis and must be pre-approved by the board of directors by majority vote during an official board meeting.
- d. Teams or individuals seeking a deviation from the policy may provide a representative to the board meeting to state the case for the deviation. All deviation

requests will be given careful consideration and handled in the strictest confidence to ensure fairness to all members of the club.

**7. No Assumption of Liability**

- e. CSC will not assume responsibility for any loss, damages, claims or expenses of any kind whatsoever sustained or incurred by any individual resulting from any fundraising activities, approved “Special Events” or unapproved events as defined by this policy.