

SYSA Board of Directors Approval: *February 7, 2022*



SHUSWAP YOUTH  
SOCCER ASSOCIATION

## Shuswap Youth Soccer Association

### *SYSA Sponsorship Policy*

As a not for profit organization, SYSA will pursue sponsorship of its programs, teams and facilities to generate incremental revenue to offset costs incurred through the operation of the club and by members directly. All SYSA sponsors will uphold the Club's mission, vision and values. SYSA will seek sponsors who help promote community, soccer, and/or healthy lifestyles. SYSA reserves the right to decline any sponsorship proposal.

Shuswap Youth Soccer Association (SYSA):

1. will not accept sponsorship from organizations whose values are contrary to those values of the Club.
2. will not accept sponsorship from tobacco companies or companies that promote the sale of tobacco/drugs
3. will not accept sponsorship from companies that manufacture or promote the sale of weapons.
4. will not accept sponsorship from companies that promote pornography.
5. will not accept sponsorship from companies that religious or political organization that are offensive or prejudicial to other groups.
6. will not accept sponsorship from companies that demean members of any group based on gender, ethnicity, or sexual orientation.
7. will not accept sponsorship from alcoholic beverage manufacturers or distributors for youth programs and/or events.

## **Fundraising Policy**

SYSA is a not-for-profit organization, which means that any surplus funds generated must be put back into club programs. SYSA is not a charity, does not hold that distinction with Revenue Canada and therefore cannot issue charitable tax receipts.

Rep teams should refrain from using the word “donate” when fundraising. Donations are generally given to charities, with nothing received in return, and a tax receipt is generated to recognize the donor contribution. If a Rep team is selling something, it should use the term “fundraising,” and ask people to “support” or “help” the team.

***NOTES: Sponsorship is not a donation. Sponsorship is an expense incurred by a company to promote its business. Sponsors receive benefit by having their brand recognized with SYSA and/or a team.***

### **REP TEAM FUNDRAISING**

Rep teams are allowed and encouraged to fundraise to offset costs. SYSA provides opportunities for teams to fundraise at hosted tournaments, photo days, festival days, registration, etc. SYSA makes these opportunities available and accepts teams on a first-come, first-served basis.

Requests for any team or member to conduct fundraising at venues or events hosted by SYSA must be emailed to the Operations Manager in advance. Teams initiating fundraising campaigns must submit a brief outline of their plan and any print collateral associated with it via email to the Operations Manager for prior approval.

Team sponsors cannot conflict with SYSA Partners (Tim Hortons, McDonalds)

Youth House League team Sponsorship is arranged by SYSA staff and board. Team officials and/or parents are not permitted to seek or accept additional sponsorship, or engage in independent fund-raising activities, for their House League team. Anyone interested in becoming a SYSA sponsor should contact the Operations Manager directly.

## **Community Partnerships**

SYSA is a high profile member of the Shuswap community and should endeavour to work alongside similar community groups to positively promote healthy living an active lifestyle and an awareness of the region. The association should participate in community events where possible and support the overall well-being of the region. The club, teams and playing members are encouraged to attend community events, parades, trade shows etc.

**Shuswap Youth Soccer Association (SYSA):**

1. will not enter into a partnership agreement with organizations whose values are contrary to those values of the Club.
2. will not enter into a partnership agreement with organizations that promote the sale of tobacco/drugs, alcohol & weapons.
3. will not enter into partnership agreement with religious or political organizations that are offensive or prejudicial to other groups.
4. will not enter into partnership agreement with groups that demean members of any group based on gender, ethnicity, or sexual orientation.