

# Oakville Soccer Club

## Development & Competitive

### Team Fundraising & Sponsorship Policy



Oakville Soccer Club's Development and Competitive teams (ADP, League2, OPDL, RDP and U20) are permitted and encouraged to raise funds to support their activities and enhance their experiences. The Club supports these efforts within established parameters, ensuring that all fundraising initiatives align with the Club's values and operational guidelines. As teams solicit funds and sponsorship on their own without Club resources, the team can keep 100% of their proceeds. Please note that League1 team sponsorship in all forms is facilitated by the club.

#### Policy Guidelines:

- 1. Team Autonomy:** Each competitive team is responsible for planning and executing their fundraising initiatives, enabling them to meet their specific needs, including tournament fees, travel expenses, and team development. Teams must specify that donations/sponsorships are in support of their individual team, not of OSC as a Club. OSC is not able to issue tax receipts or formal receipts to team sponsors.
- 2. Transparency and Communication:** Teams must clearly communicate the purpose of their fundraising efforts to potential supporters and sponsors, outlining how funds will be utilized for the benefit of the team.
- 3. Legal and Ethical Compliance:** All fundraising activities must adhere to applicable local laws and regulations. Teams should conduct their efforts in an ethical manner, aligning with the values of the Oakville Soccer Club. Note that raffles, draws, fundraising activities and special events generally require permits from the Town, Municipality and/or other governing organizations. Teams accept all responsibility for compliance with legal requirements.
- 4. Financial Accountability:** Teams are required to maintain accurate records of all fundraising income and expenditures and keep funds in a dedicated team bank account as per OSC's guidelines. These records should be available for review by the club's administration upon request.
- 5. Use of Club Branding:** Teams must obtain prior approval from OSC's Executive Director before using the Club's name, logo, or any branding in their fundraising materials or promotions.
- 6. Sponsorship Approval:** Teams must receive sponsorship approval from OSC's Executive Director before branding any apparel, tents or banners that will be publicly displayed.
- 7. Sponsorship Limitations:** Teams are prohibited from accepting or soliciting sponsorships or donations from sources related to alcohol, drugs, gambling, or any other products that conflict with the club's values. Teams are prohibited from soliciting sponsorship from any of the Club's existing sponsorship base.
- 8. Program Sponsorship:** Reliance is currently the Club sponsor for the competitive program. As such, the reliance logo is the only logo that is permitted to appear on the front of training and game jerseys.
- 9. Apparel Provider:** Capelli Sport is OSC's official and exclusive apparel & equipment partner.

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10. **Indemnification:** Teams shall indemnify and hold harmless the Oakville Soccer Club, its directors, officers, and employees from any claims, damages, losses, or expenses arising out of their fundraising activities or sponsorship agreements.
11. **Monitoring:** The Club reserves the right to monitor and review all fundraising activities and sponsorship agreements to ensure compliance with these policies and the Club's values.
12. **Withdrawal of Approval:** The Club's Executive Director may revoke sponsorship approvals or fundraising permissions if there is evidence of non-compliance with this policy or if the sponsorship is deemed inconsistent with the Club's values.
13. **Policy Infractions:** Coaches are ultimately responsible for the actions of their team. If teams are found in non-compliance with OSC's Fundraising & Sponsorship Policy, teams may be required to cover the costs of apparel or equipment replacement and may face further sanctions as necessary.

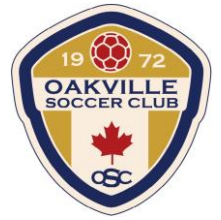
**Jersey, Apparel and Promotional Items Sponsorships**

1. **Jerseys:** Teams are permitted to sell sponsorship space in the form of a max. 2" x 3" logo on the sleeve(s) to be placed on the arm(s) of the home jersey, away jersey and/or training jersey(s). Please note that OPDL teams are limited to one arm space for the home and away jerseys as the OPDL patch affixed on the right arm.  
The logo must be screened in the same colour as the main logo on the front of the jersey. Exact pantones can be provided by the Club at the time of approval.  
All sponsors must be pre-approved by OSC's Executive Director, and a proof must be approved before screening.  
**This is the only sponsorship placement permitted on home, away and training jerseys.**
2. **Other Apparel:** Teams are not permitted to alter tracksuits, jackets, bags or shorts.
3. **Equipment & Promotional Material:** Sponsorship is permitted on the following items with prior approval from OSC:
  - Team Banners
  - Team Canopies
  - Team Flags
  - Team's TeamSnap Page
  - Team Social Media Accounts
  - Other items as suggested to and approved by OSC
4. **Sponsor Approval Process:** To have a sponsor approved, please email OSC's [Executive Director](#) and include the following:
  - Team
  - Team Manager/Coach Information

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- Proposed Sponsor with website
- Proof of logo/image for screening
- Please allow 5 business days for approval

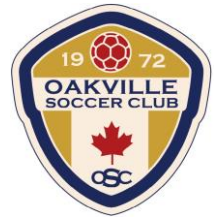
Please note that the Executive Director is the only individual at OSC who can approve sponsors.

5. **Screening and promotion material creation:** Teams are responsible for having their jerseys screened/promotional items created on their own through their team budget. If a team is looking for a preferred vendor, please contact OSC's Executive Director.

### Sponsorship & Fundraising Tips

- Consider implementing tiers by defining different levels and associated amounts (example – gold, silver, bronze) and/or building customizable packages for sponsors.
- Look within your own team's network for supporters – businesses/companies/organizations with connections to parents, families and friends – these are the most likely to engage with your team.
- Consider partnering with local businesses for in-kind donations and exclusive discounts for your team.
- Be specific with your asks for donations, services, discounts, etc. You will generally have a higher success rate when your ask is targeted and specific, and it may open the door to a negotiation or alternative offer.
- Remember when seeking jersey/promotional sponsors that items like screening can be expensive. For your sponsorship to be effective, ensure you have covered your costs as a team – time invested, screening, promotional commitments, etc. Often this is undervalued and the return to the team is minimal. Know the value/costs before soliciting a sponsorship for a certain value. Example: If your team would like to purchase a canopy for use at training, tournaments, etc., first price out the cost of the canopy, the cost to have it screened, and the turn-around time. Then solicit a sponsor for the appropriate dollar amount.
- Does your team have a social media account? A great and cost-effective way to shout-out sponsors is by thanking and tagging them on social media, or by posting a team photo holding the logo! This is also a great way to promote fundraising events!
- Fundraising events are sometimes a great way to generate revenue; just remember they can be a lot of work! Consider your team's resources and if the event will generate funds after expenses and investment of time (bake sales, car washes, etc.)

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- Participate in existing fundraising structures through various retailers (Terra Greenhouses poinsettia sales at the holidays, FlipGive, Chocolate sales, etc..) however before engaging, always understand contractual obligations, the return on investment, minimum purchases, and other variables before committing.

**Policy Updates**

This policy will be posted under the Competitive section of OSC's [Club Policies](#) page. OSC reserves the right to update this policy at any time.

**Questions and Clarification**

If teams have any questions about this policy, please contact OSC's Executive Director for clarification before engaging in sponsorship or fundraising activities.

**Executive Director**

Katryna Indewey – [kindewey@oakvillesoccer.ca](mailto:kindewey@oakvillesoccer.ca)

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Sample sponsorship letter – copy and paste into a word document and feel free to edit to suit your team’s needs, add sponsorship levels, make a specific request, etc.

Dear [Recipient's Name],

We are the Oakville Soccer Club’s [TEAM], comprised of (number of) athletes that will be competing in the [league, specific tournament, etc.] in (date if applicable).

As we prepare for the [upcoming season, event], we are reaching out to local businesses for sponsorship support. Your contribution would help cover essential expenses such as [training equipment, travel costs, team events, tournament fees etc.]. In return, we offer valuable promotional opportunities, including:

- Your company’s logo displayed on our team uniforms and promotional materials.
- Recognition on our social media platforms and website.
- Opportunities to engage with our team and community during events.

[could insert promotional tiers here instead of the above options]

Partnering with us not only supports our athletes but also enhances your brand visibility within the community. We believe that your involvement can make a significant impact, helping us achieve our goals while promoting local businesses like yours.

Thank you for considering this sponsorship opportunity, and we look forward to the possibility of collaborating with you.

Warm regards,

[contact information of team representative – must be an adult, not a player]