

# ALBERNI ATHLETICS SOCCER CLUB (AASC)

## DONATION, SPONSORSHIP & FUNDRAISING POLICY | SEPTEMBER 2024

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The Alberni Athletics Soccer Club (AASC or the Club) works hard to keep costs down to make soccer accessible and affordable to all. To do this, AASC pursues various sponsorship and fundraising opportunities to generate revenue to offset costs incurred by the operations of the Club. In pursuing these opportunities, the Club seeks out sponsors that share the Club's values and reserves the right to decline any sponsorship proposal.

The purpose of the Donation, Sponsorship and Fundraising Policy and guidelines for the AASC is to address the following issues:

- To ensure that all fundraising includes accountability and transparency;
- To ensure that all fundraising activities meets appropriate standards and does not negatively impact the Club;
- To confirm that the Club is not responsible or liable for any matter that arises from fundraising activities, including but not limited to any activities in which alcohol is involved;
- To ensure that all donations and sponsorships meet acceptable standards and do not conflict with existing arrangements or contracts that the Club has entered into with other individuals, companies, businesses and/or organizations.

Where required, written approval of donations, sponsorships and/or fundraising will be made by the AASC Executive, and approved decisions will be communicated in writing to the AASC Board of Directors. All decisions made by the Executive are final.

Each team must understand that the team is associated with the Club. Having this in mind, each team must respect that the policy and guidelines in regards to donations, sponsorships and fundraising are for the benefit of all members of the Club.

### 1.0 DONATIONS

- 1.1 In the event donations are made payable to the Club generally, such funds will be utilized by the Club in its discretion. In the event donations are made to the Club for a specific purpose, the Club will determine whether to accept the funds for that purpose or to return the funds.
- 1.2 In the event a donation is made to a team, such donation is permitted providing the policies regarding logos and labels are not violated.
- 1.3 All teams are encouraged to utilize Club partners for the purchase of any equipment and apparel that may be obtained by donations. Teams are also encouraged to direct donors to Club partners for the purchase of any equipment and/or apparel.

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## 2.0 SPONSORSHIPS

- 2.1 Any and all sponsors must be approved in writing by the AASC Executive. The factors taken into account include, but are not limited to, the following:
- a) Whether existing sponsorship agreements or relationships exist which may conflict with the proposed sponsor;
  - b) Whether the sponsorship from businesses align with the AASC mission, vision and values;
    - i. The AASC reserves the right to decline any sponsorship that is not in the best interest of the Club.
  - c) The nature of the business or activity in which the sponsor is involved;
  - d) Any relevant factors associated with the sponsor which could detrimentally affect the reputation and/or standing of the Club.
- 2.2 The following are permitted, subject to approval by the AASC:
- a) Program sponsorship, team sponsorship, event sponsorship, and product sponsorship.
  - b) General donations from sponsors to support AASC as a Club, or a specific team or teams.
- 2.3 Sponsorship term and renewal, where applicable, is to be approved by the AASC Executive. The AASC reserves the right, retroactive to any approval granted to a sponsor, to withdraw such approval if information comes to the attention which, if known at the time approval was sought, would have resulted in the Club denying such approval.
- 2.4 Sponsor recognition and promotion is to be approved by the AASC Executive. No logo of any sponsor shall be affixed to any Club provided uniform without prior approval of the AASC. The name or logo of the Club shall not be associated with any sponsor on any printed or electronic communications, publications or materials without prior approval by the AASC.

## 3.0 FUNDRAISING GUIDELINES

### 3.1 Club Fundraising

- a) Player registration fees that are charged to play soccer do not completely cover the cost of running the Club's soccer programs. It is necessary for AASC to raise other Club revenues through fundraising initiatives. It is encouraged that all members contribute to fundraising activities. As a result, full participation of Club sponsored fundraising is required. The Executive must approve, in advance, all Club or team fundraising activities using the name of AASC.

### 3.2 Team Fundraising

- a) Teams may want to raise funds for several reasons (i.e., attire, equipment, expenses related to attendance at competition, etc.). These funds can be raised in several ways (i.e., bottle drive, car wash, etc.).
- b) All fundraising initiatives must be approved by the Executive, however the AASC is not responsible to manage the collection and/or disbursement of funds raised.
- c) Fundraising by individual teams at Alberni Soccer Saturday or Club-wide events located at the clubhouse or fields is permitted, but requests to do so must be submitted to the AASC Executive for approval.

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- d) As the Club has received BC Gaming Funds, and will likely apply for such funds in the future, it is vital that the Club does not jeopardize receipt of such funds. As certain fundraising activities can impact on eligibility to receive BC Gaming Funds, the Club requires that all fundraising activities be approved in advance by the Club.
  - e) Teams are not permitted to apply for any BC Gaming Licence using the AASC name in support of the application. All applications for approval shall set out the following:
    - i. The nature of the fundraising activities;
    - ii. Whether the fundraising involves any gambling or lottery;
    - iii. The name and contact person who is responsible for arranging and monitoring the fundraising activities;
    - iv. In the event children and youth are participating, confirmation that all such children and youth will be supervised and monitored throughout the duration of the fundraising activities.
  - f) Any consent granted by the Club is strictly limited to approving the nature of the fundraising activity, and is not an assumption of any responsibility by the Club for any risks associated with fundraising activities.
  - g) In the interest of transparency and accountability, the Club recommends that teams consider including and applying the following guidelines for fundraising activities:
    - i. Fundraising activities are managed by a person appointed by the team and such person shall be responsible for the following:
      - i. Applications to the Club (if necessary) for approval for donations, sponsorships, and fundraising;
      - ii. Ensuring that the Club policies and guidelines pertaining to donations, sponsorships and fundraising are complied with;
      - iii. Maintaining records pertaining to monies generated by way of donations, sponsorships and fundraising;
      - iv. Providing an accounting to the Club for all monies generated, on the request of the Club.
    - ii. Teams consider utilizing all funds raised by the end of the season to ensure that all participants who have assisted in such fundraising efforts receive the benefit of such efforts.

### **3.3 Reporting**

- a) If the Club is given cause to be concerned that funds raised through donations, sponsorships or fundraising are not being properly maintained, the Club may require the coach, or other person responsible for the donations, sponsorships or fundraising to provide the Club with the following:
  - i. Summary of all monies raised through donations, sponsorships or fundraising;
  - ii. Details as to the locations of the funds;
  - iii. Summary of expenses incurred.

## **4.0 NON-COMPLIANCE**

- 4.1 This policy shall be upheld by all members of the Club. Failure to do so may result in disciplinary action.

