

Sponsorship and Fundraising Policy Proposal
Naples Youth Soccer Club
6/16/2008

To help us continue to be one of the least expensive and most competitive Clubs in Florida, each team is required to provide sponsorship proceeds to the Club as follows:-

- \$400 for Region Cup team players U10 and under (8 players)
- \$600 for Region Cup players U11 + (12 players)
- \$750 for State Cup team players (15 players)

This is approximately \$50 per player.

As long as a team provides the required amount of sponsorship proceeds to the Club, all additional sponsorship proceeds over and above this requirement will be retained by the team.

Sponsorship proceeds must be submitted by September 30th. If the team has not raised the minimum requirement by the deadlines then the club will keep 100% of the sponsorships up to the required club share.

If a team does not solicit enough sponsorship to provide the required club share, the team chooses between making up the difference through other fundraising activities or each player paying the amount necessary to generate the required club share.

Example :

The U12 team of 12 players receives \$400 of sponsorships raised by just 4 players. It still needs to generate an additional \$200 to provide the required club share of \$600. The team chooses between additional fundraising, such as a car wash or requesting each of the remaining non-contributing players to pay the balance, approximately \$25. (8 x \$25 = \$200)

As long as a team provides the required amount of sponsorship proceeds to the club (through sponsorships and/or player payments), a team keeps 100% of other fundraising efforts, such as car washes or magazine subscription sales. The club retains the exclusive right to sell items displaying the club logo. The only exception is for items purchased by teams in previous years that have not yet been sold.

If teams are operating fundraisers in which donors are claiming a charitable deduction, the funds should be deposited in Club accounts. For example, if a team receives 20 checks as well as cash from a fundraiser, it should submit the 20 checks as well as one additional check in lieu of cash to the Club Treasurer. The Club Treasurer will then issue one check to return the funds to the team.

Sponsorship Program 2008 / 09

World Cup

- Uniform Advertising
 - o Front of Shirt (Top Left) 1 Space
 - \$1,000
 - Company Name Only
 - o Back of Shirt (Below Player Number) 2 Spaces
 - \$2,000 / Space
 - Company Name or Logo
 - o Sleeves (Centered) 1 Space / Sleeve
 - \$1,000 / Space
 - Company Name or Logo
 - o Shorts (Front of Leg) 2 Spaces
 - \$1,000 / Space
 - Company Name or Logo
- Name printed on back of practice t-shirts
- Full-page ad in the Club Directory
- Sponsorship Plaque
- Recognized on Club Web site
 - o Logo (if provided) or Name on sponsor page
 - o Link to sponsor web site (if provided)

TEAM uniform advertising will be for 1 year for the 2008/09 season.

ALL advertising on uniforms must be presented to the board for approval prior to applying to uniform. All costs associated with the removal of unapproved advertisement from the uniform will be incurred by the team.

The team will incur all cost for uniform advertising and the sponsorship plaque. The team will be required to purchase the sponsorship plaque from the club. The team will provide the picture for the plaque and deliver the plaque to the sponsor.

Platinum Cup

- \$500
- Name printed on back of practice t-shirts
- Full-page ad in the Club Directory
- Sponsorship Plaque
- Recognized on Club Web site
 - o Logo (if provided) or Name on sponsor page
 - o Link to sponsor web site (if provided)

The team will be required to purchase the sponsorship plaque from the club. The team will provide the picture for the plaque and deliver the plaque to the sponsor.

Gold Cup

- \$250
- Half-page ad in the Club Directory
- Recognized on Club Web site
 - o Name listed on sponsor page
 - o Link to sponsors web site (if provided)

Silver Cup

- \$125
- Business-card size ad in the Club Directory.

Sponsors forms must be received no later than 9/30/08 to qualify for directory advertising and practice shirt advertising.

Please direct any questions you have regarding the sponsorship and fundraising policy to the Director of Coaching and Operations.

The contact information for the Director of Coaching and Operations is available at naplessoccer.com.