



Mount Hamilton United Soccer Club

# Team Sponsorship Policy

**Policy Type:** Financial

**Author:** Carl Horton

**Approver:** MHYSC Board of Directors

**Approval Date:** January 13<sup>th</sup>, 2025.

**Purpose:** The purpose of this policy is to outline the guidelines and procedures for securing and managing sponsorships to support the activities and development of teams at Mount Hamilton United Soccer Club.

**Policy Statement:** Mount Hamilton United Soccer Club welcomes sponsorships from businesses, organizations, and individuals who wish to support the club's mission and activities. Sponsorships help to offset costs related to equipment, uniforms, field rentals, coaching, and other operational expenses.

## Sponsorship Packages:

**There are four types of Sponsorship Packages for teams at Mount Hamilton United Soccer Club:**

### Digital Sponsor: \$500

- Your logo will be displayed on the sponsors page on the Club website. [Click here.](#)
- Sponsor appreciation post across the club's social media channels. Your business social media account will also be tagged.

### Associate Sponsor: \$1,000

- Your logo will be displayed on the sponsors page on the Club website. [Click here.](#)
- Your logo will be prominently displayed on the right sleeve of the home and away jersey of the team that you wish to sponsor.
- Sponsor appreciation post across the club's social media channels. Your business social media account will also be tagged.

### Major Sponsor: \$2,000

- Your logo will be displayed on the sponsors page on the Club website. [Click here.](#)
- Your logo will be prominently displayed on the back of the home and away jerseys of the team that you wish to sponsor.
- Sponsor appreciation post across the club's social media channels. Your business social media account will also be tagged.

### Presenting Sponsor: \$3,000

- Your logo will be displayed on the sponsors page on the Club website. [Click here.](#)
- Your logo will be prominently displayed on the front of the home and away jerseys of the team that you wish to sponsor.
- Sponsor appreciation post across the club's social media channels. Your business social media account will also be tagged.



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**Sponsorship Benefits:**

- Increased visibility and brand recognition within the community.
- Positive association with youth sports and community development.
- Opportunities for direct engagement with club members and their families.

**Sponsorship Agreement:** All sponsorships must be formalized through a written agreement that outlines the terms and conditions, including the duration of the sponsorship, the benefits provided to the sponsor, and the obligations of both parties.

**Use of Sponsorship Funds:** Sponsorship funds will be used to support the following areas:

- Purchase of equipment and uniforms.
- Field rentals and maintenance.
- Coaching and training programs.
- Tournament fees and travel expenses.
- Financial Assistance Programs.
- Other operational costs as needed.

**Sponsorship Ethics:** Mount Hamilton United Soccer Club reserves the right to decline sponsorships from businesses or organizations whose products, services, or reputations are inconsistent with the values and mission of the club. This includes, but is not limited to, businesses involved in tobacco, alcohol, gambling, or any other activities deemed inappropriate for youth sports.

All Sponsors will be approved by the Clubs Business Manager, who may discuss the specific sponsor with the Board of Directors prior to approval if necessary.

**Recognition and Acknowledgment:** The club will ensure that all sponsors are appropriately recognized and acknowledged for their contributions through various channels, including the club’s website, social media, newsletters, and at club events. All sponsors will provide the club with a Vector file of their logo. For teams that receive sponsors to go onto team shirts, the individual team will be responsible for the printing of the logo and any expenses incurred.

**Payments:** All Sponsorship payments will be made directly to Mount Hamilton United Soccer Club. Payments can be made directly by cheque. If you wish to E-transfer the payment, please contact the Business Manager below for payment details. Mount Hamilton United Soccer Club will then issue the Sponsor with a payment receipt.

**Contact Information:** For more information about sponsorship opportunities, please contact:

- Business Manager: Carl Horton
- Email: [chorton@mhysc.org](mailto:chorton@mhysc.org)
- Phone: 905-318-1933.

• Rev.#	Date	Revisor	Comments
0	January 13, 2025	Carl Horton	New Document