

## **Illinois Fusion Soccer Association Fundraising and Sponsorship Policy- September 2007**

It is the intent of the Illinois Fusion Soccer Club to provide avenues for individuals, teams and the club to raise funds from sponsors and from fundraising activities to cover the expenses of the club and provide a means to fund capital improvements to club facilities and provide opportunities for player development. These opportunities will be divided into two sections; Fundraising and Sponsorship

### **Fundraising**

#### **Club Fundraising**

Each player will be responsible for participation in the authorized annual fundraiser, as determined by the Board of Directors. The board will take into account budget dollars needed and a reasonable amount of obligation given the nature of the event and timeframe provided. Players not wanting to participate in the fundraiser will be given the option to "opt out" of the fundraiser by contributing the equal value of the required annual amount prior to the fundraiser beginning. The amount will be determined by the sponsorship committee and board.

All monies received by the club from the annual fundraiser will be placed in the general fund unless otherwise identified by the board of directors prior to the fundraiser.

The sponsorship committee will, as designated in the sponsorship policy, manage the use of any "limited use" fundraisers for the club including any fundraisers that only allows a limited number of uses per organization per specified timeframe. The committee must approve any fundraisers prior to the activity by any club entity. Failure to receive approval will result in forfeiture of the proceeds to the Club's general fund. All revenues obtained by the sponsorship committee will be received into the club general fund with the exception of monies collected specifically for board-approved items.

Any monies raised by a club fundraiser during hosted club related event such as league games, friendlies or other events would go into the club's general fund. For example, concession revenue during league games would be credited after expenses into the general fund.

#### **Team Fundraising**

Each team may participate in fundraising activities pending approval from the sponsorship committee and/or board. The intent of the team fundraising policy is two fold; it will allow teams to raise funds to lower team costs or fund and will allow for fun social events that will build club unity and team camaraderie. If a team chooses to participate in a team fundraising activity then each player will be expected to participate in the event. Players may be excused from events with prior approval from a team manager or team coach.

Teams are able to initiate fundraising activities not restricted in the club fundraising section (Limited use.) to cover individual fees. Use of a limited use fundraiser must be approved by the sponsorship committee and/or board prior to the event or the proceeds of said event will be forfeited to the general fund. Any monies raised by the team for the team must be evenly distributed amongst roster players up to the full amount of the dollars raised. Any dollars raised above the team's full fees will be returned to the team manager. Each team is responsible for managing its own fundraising monies raised for future expenses. No refunds will be made back to individuals from the club or from the team account.

Special fundraisers for items outside of player's fees will be allowed but must be pre-approved by the sponsorship committee and/or board depending on the nature of the event. For example, a team may wish to raise money to attend a special camp or tournament not included in the fees. The team may also have to gain approval to use a limited use fundraiser if applicable. All players' fees must be paid prior to fundraising for additional events or items. It is the Team's responsibility to verify that all club financial responsibilities are met by all individuals before entering into additional obligations. The intent of this rule is to insure that club fees will be honored before additional benefits are received. It may be necessary for a player to pay fees ahead of schedule to allow for the team to raise proceeds for a special event.

### **Individual Level Fundraising**

Any fundraising by an individual for the sole benefit to the individual to cover his or her fees will need prior approval of the sponsorship committee and/or board. Any money received over the players' fee would be deposited in the club general fund. No refunds over the amount owed to the club will be issued. It is not the intent of this provision to provide an individual with a means for personal gain. Fundraising on behalf of the club by an individual is limited to the policy stated in the Team and Club fundraising policy sections.

### **Deviations from policy**

It is not the intention of this policy to deny anyone the ability to donate money or raise money to benefit the club, team or individual. There may be situations that present themselves that fall outside of the provisions of this policy. In the event of these arising, the affected party may request a deviation from the policy.

Requests for deviations from this policy will be addressed on a case by case basis and must be pre-approved by the board of directors by majority vote during an official board meeting. Teams or individuals seeking a deviation from the policy may provide a representative to the board meeting to state the case for the deviation.

## Sponsorship

The policies on these activities are divided into the four categories; Club, Team, Individual and company grants/matching funds.

The Illinois Fusion has a sponsorship committee comprised of parent members with a board member chairperson to identify and pursue corporate sponsors for the club, to aid in offsetting overhead expenses, to allow for continued growth and allow for financial stability outside of player's fees. The committee has primary responsibility for directing activities at the Club level. No member of the committee will receive any compensation for his or her role in the committee. The committee also oversees fundraising events and serves as the approver and coordinator for fundraising events

### Club Sponsorship

At the Club level, the Sponsorship committee directs the pursuit of all sponsorship and fundraising. The group maintains a list of corporate sponsors and contacts that they are pursuing for contributions or who have made contributions to the club in past years. Any listed potential sponsor or current sponsor is not available for any other pursuit of sponsorship of any kind including team or individual. Depending on the dollar amount of the contribution the sponsor is provided with certain benefits as part of the contribution, as well as, full support within the context of the 501(C)(3) not for profit status of the club.

Sponsorships are broken into the following levels:

**Emerald (\$50,000 and above)**

- Naming rights to Illinois Fusion events
- Ability to initiate limited use of certain products at fields as approved by Illinois Fusion, PCSL, and the City of Bloomington.
- Sponsorship showcased at Illinois Fusion home and annex fields
- Logo of sponsor on team warm-ups and/or travel bags
- Recognition in all Illinois Fusion Tournament Publications
- Plaque with Illinois Fusion club photo
- Highlighted on Illinois Fusion web site sponsor page
- Sponsorship link on Illinois Fusion Website

**Diamond (\$10,000-\$49,999.99)**

- Sponsorship showcased at Illinois Fusion home and annex fields
- Logo of sponsor on team warm-ups and/or travel bags
- Recognition in all Illinois Fusion Tournament Publications
- Plaque with Illinois Fusion club photo
- Highlighted on Illinois Fusion web site sponsor page
- Sponsorship link on Illinois Fusion Website

**Platinum (\$5,000-\$9,999.99)**

- Sponsorship showcased at Illinois Fusion home and annex fields
- Logo of sponsor on team warm-ups and/or travel bags
- Recognition in all Illinois Fusion Tournament Publications

- Plaque with Illinois Fusion club photo
  - Highlighted on Illinois Fusion web site sponsor page
  - Sponsorship link on Illinois Fusion Website
- Gold (\$3,500- \$4,999.99)
- Recognition in all Illinois Fusion Tournament Publications
  - Logo of sponsor on club apparel as approved by board
  - Plaque with Illinois Fusion club photo
  - Highlighted on Illinois Fusion web site sponsor page
  - Sponsorship link on Illinois Fusion Website
- Silver (\$1000-\$3,499.99)
- Advanced offers for advertising and promotions
  - Plaque with Illinois Fusion team photo
  - Highlighted on Illinois Fusion web site sponsor page
  - Sponsorship link on Illinois Fusion Website
  - Recognition in all Illinois Tournament Publications
- Bronze (\$500-\$999.99)
- Sponsorship link on Illinois Fusion Website
  - Recognition in all Illinois Tournament Publications
- Friend of the Club (Less than \$500)
- Recognition in all Illinois Tournament Publications

The sponsorship committee will have the ability to customize the levels as needed based on the needs of the sponsor within the costs of the request. It is intended that no less than 75% of any monies received go directly to club programs. The committee also has the ability to equate services performed or materials provided to dollar amounts to determine sponsorship level achieved.

It is the responsibility of the committee to review the contribution levels annually to determine they are in line with current costs and inflation levels.

### **Team Sponsorship**

Teams may also pursue sponsorship. Teams must verify that any sponsors being pursued are not listed as current sponsors or have been identified as target sponsors by the sponsorship committee. Team sponsorship dollars will first pay for sponsor benefits as listed in the club sponsor section based on level with the balance divided amongst the roster players of the team to cover player fees. Any proceeds remaining after all player fees are paid in full will be transferred into the general fund. No refunds will be made to any individuals. Any logos or marking for the sponsor as provisioned in the levels of sponsorship must be approved by the board prior to application to any uniform or accessories.

Any monies received from current or target sponsors or based on use of unapproved limited use fundraisers and/or sponsorships will be forfeited to the club general fund.

## **Individual Sponsorship**

Individuals may seek sponsorship following the same rules as the team. Individual sponsors would not receive any levels of sponsorship benefits and will not receive the benefits of the 501 (c)(3) status for the donation. Each situation must be approved by the board prior to monies being awarded to the individual in order to protect the organization and the availability of future funds. No refunds would be issued for sponsorship over the fees and any remaining proceeds would go to the general fund.

## **Company Grants or matching awards programs**

The intent of any grants or matching fund contributions from any corporation or individual is that monies will be placed in the Capital improvements fund of the club. However, proceeds may be dispensed to projects based on the intent of the grant. For example, monies donated for scholarships would be awarded with approval from the board to individuals needing financial assistance and meeting the club or grant guidelines. Many corporations put limits on the awards barring the individual who obtained the grant or award from personally benefiting from the grant. All grants must be handled within the policies of the grantor.

## **Tournament Sponsorship**

Tournament Sponsorship is subject to the policies set forth within this document. Contact of any current sponsor or identified contact must be approved by the sponsorship committee. The tournament committee will work with the sponsorship committee to obtain tournament sponsorships. Tournament sponsorship may include Hotel agreements, programs, promotions, raffles, field sponsorship as design for the increased revenue of any club sponsored tournament.

All Tournament revenues will be credited into the Club tournament fund unless directed by the board for special use. For example, proceeds from the Spring Tournament could be slated to fund the lighting of the fields after expenses and could continue to be so slated until such a debt is retired.

## **Deviations from policy**

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Requests for deviations from this policy will be addressed on a case by case basis and must be pre-approved by the board of directors by majority vote during an official board meeting. Teams or individuals seeking a deviation from the policy may provide a representative to the board meeting to state the case for the deviation.