



**SPONSORSHIP POLICY  
ADOPTED BY THE BOARD OF DIRECTORS  
OCTOBER 1, 2008**

The Board of Directors of Stoddert Soccer League, Inc., d/b/a DC Stoddert Soccer, has adopted the following policy regarding fundraising and donations.

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DC Stoddert Soccer (“DCST”) is committed to providing the youth of the Metropolitan DC area with the opportunity to play soccer at the intra-club and inter-club level. DCST gratefully acknowledges the support of its members and the community in providing financial assistance towards that goal.

Consistent with its obligations as a not-for-profit, 501[c][3] entity, the Board of Directors of DCST has established the following policy regarding fundraising in the form of sponsorships or donations.

For purposes of this policy: “donors” are entities that provide funds or in-kind contributions without expectation of recognition or action by DCST; and “sponsors” are entities that provide funds or in-kind contributions with an expectation of recognition or action by DCST.

**A. Prohibited Donors/Sponsors**

DCST, its teams, and its programs shall not accept donations or sponsorships from entities which primarily sell or promote tobacco, alcohol, adult entertainment products, or which in any other way are inconsistent with the goals and purposes of a youth organization. The Board delegates to the Chairman, in consultation with the other elected members of the Board, the obligation to assess the appropriateness of a donor or sponsor pursuant to this standard.

**B. Club Fundraising and Sponsorships**

Club fundraising is intended to support DCST as a whole. Efforts to raise money to support DCST are directed by the Board with the objective of offsetting general and administrative expenses, maintaining a scholarship program, and supporting field renovations and other strategic projects.

To support club fundraising, DCST reserves to the club the sole authority to grant league-wide or program sponsorships with respect to uniforms, apparel, and equipment. Likewise, no program or team may grant a sponsorship with respect to its uniform, apparel, or equipment that would be contrary to a club sponsorship. DCST also reserves the exclusive right for jersey sponsorships. As discussed below, individual teams may not solicit sponsors for their jerseys.

To support club fundraising, the Board has authorized the creation of special purpose funds to collect and disburse donations associated with (i) scholarships and (ii) the maintenance, rehabilitation, or investment in playing fields. From time to time, by resolution, the Board may create other special purpose funds.

Special purpose funds may be co-mingled with operating funds of the organization for investment purposes. However, the Treasurer will establish procedures to ensure bookkeeping entries necessary to account for the amount and appropriate disbursement of donations to special purpose funds.

The Board will from time to time consider proposals for sponsorship of DCST and will establish procedures for recognition of sponsors.

The Board will establish procedures for recognition of donors to the club fundraising program.

### **C. Program Fundraising and Sponsorships**

Program fundraising supports specific DCST programs such as the Open Division and the Travel Program. Donations/sponsorships received by program fundraising defray costs incurred by the specific program such as uniforms, equipment, field rental, coaching expense, etc. The types and methods of program fundraising or program sponsorships must be approved by the Board in advance as part of the annual planning cycle for the specific program.

The Board will establish procedures for recognition of program donors or sponsors. Recognition shall be consistent with and subject to any overall club sponsorships.

### **D. Team Fundraising and Sponsorships**

If permitted by the Open Division Commissioner(s) or the Travel Commissioner(s), teams may seek donations or sponsorships to defray individual team expenses. Team officials must seek the approval of the appropriate commissioner(s) **prior to** engaging in team fundraising. The commissioner shall consult the Board to assure consistency with this policy and overall club objectives. Prior approval is necessary in order to ensure that team fundraising does not interfere with club or program fundraising activities. In general, "friends and family" fundraising will be approved without restriction.

In the Open Division, all proceeds from team fundraising and sponsorships in excess of \$500 per season must pass to DCST as donations to the organization. In Travel, all team fundraising proceeds in excess of \$1,500 per season must be passed to DCST as donations to the organization. These limits can be relaxed by the appropriate Commissioner, upon consultation with the Board, upon a showing by a team of a particular need (e.g., participation by a Travel team in regional or national play). Donations passed to DCST will be treated as donations for unrestricted use unless otherwise directed by the donor.

Any team fundraising or sponsorships that conflict with club sponsorships, including promotional contracts with respect to uniforms, apparel, and equipment, are prohibited. Note that teams in both Open and Travel are required to play in DCST-authorized uniforms, without modification. Accordingly, in-kind contributions may not include uniforms or uniform patches bearing sponsor logos or names. Donations of team equipment (e.g., balls, warm-up suits, caps, equipment bags, water bottles, etc.) may bear sponsor logos or names. Donations of team equipment (e.g., balls, warm-up suits, caps, equipment bags, water bottles, etc.) to Travel Division teams are subject to DCST promotional contracts and require specific authorization as to brand and sponsor logos or names.

The Open Division Commissioner(s) and the Travel Commissioner(s) are directed to disseminate this Sponsorship Policy to team managers upon its adoption.

#### ❖ **Donors Not Seeking DCST's Acknowledgement of Charitable Donation**

Consistent with the other terms of this policy, donations of funds or in-kind materials (other than uniforms) may be made directly to any team in any fashion where no acknowledgement of a charitable donation by DCST is sought.

Donors not seeking acknowledgement of a charitable donation by DCST may display plaques, trophies, pictures and banners proclaiming support of a DCST team in their places of business without further permission of DCST but may not refer to DCST teams or programs in advertising addressed to the general public.

#### ❖ **Donors Seeking DCST's Acknowledgement of Charitable Donation**

Consistent with the other terms of this policy, the Treasurer is authorized to provide a receipt acknowledging a charitable donation to only donors who meet the following criteria:

1. Donations are made to "Stoddert Soccer League, Inc." directly.
2. Donations may not be made in cash.
3. Donations may be earmarked for the benefit of specific teams or programs, but may not be earmarked for the benefit of specific individuals.

Donors seeking acknowledgement of a charitable donation by DCST may display plaques, trophies, pictures and banners proclaiming support of a DCST team in their places of business and may refer to DCST teams or programs in advertising addressed to the general public without further permission of DCST, generally consistent with the following description: “Proud Sponsor of DC Stoddert Soccer” or “Proud Sponsor of DC Stoddert Soccer [team name]”

#### ❖ **Earmarked Donations**

The Board has determined the procedures for earmarked donations shall include:

1. Disbursements of earmarked donations will be made by the DCST Accounting Manager.
2. The Treasurer is directed to establish such procedures as are necessary in order to ensure that donated funds are used for the purposes set forth by the donor.
3. The Treasurer is authorized to permit reimbursements to team officials upon certification of the eligible expense by the team official.
4. Any donations to teams unused at the end of the soccer year will rolled into the general fund for the program in which the team participates (e.g., unused funds donated to a travel team will revert to the Travel Program).
5. Such other procedures as the Treasurer deems appropriate.