



Sponsorship Guidelines

PYSL welcomes sponsorships and donations from local businesses, organizations and individuals who wish to help support youth soccer. The following shall serve as guidance to PYSL members and potential sponsors regarding the types of sponsorships available, and the respective policies of those sponsorships. Notwithstanding the below guidelines, the Board reserves the right to review and reject any proposed sponsorships which it deems inconsistent with the goals and values of PYSL or offensive to community standards.

Gift Sponsorship

A Gift sponsorship is a donation or bequest for which the sponsor expects no reciprocal benefit from PYSL. Gifts may direct that funds be used for a specific purpose in the management and operation of the League, or may be gifts to the general fund of PYSL to be administered as the Board sees fit. PYSL welcomes gifts from all persons, businesses and organizations.

Event Sponsorships

Event sponsorships are events where the sponsor provides the use of a facility or service in order to aid in fundraising or the operations of PYSL. These events include, but are not limited to hosting fundraising events, dine and donate events and award ceremony events. PYSL welcomes event sponsorships by all persons, businesses and organizations.

Advertising sponsorships

Advertising sponsorships are sponsorships in which the sponsor's logo, business name or brand name will be displayed by PYSL on jerseys, field banners, league literature or PYSL's website. PYSL welcomes advertising sponsorships by all persons, businesses and organizations with the exception that no advertising may include direct references to alcohol, tobacco products, gambling or adult content. This exception includes brand names which are synonymous with any of the above categories despite the lack of a direct reference to their product (ie: Budweiser, Marlboro). Furthermore, advertisements must not portray or depict people/material in a way that discriminates against a person or section of the community OR on the basis of race, ethnicity, nationality, sex, gender, age, sexual orientation, religion, disability or political belief.