

The cost of providing quality youth soccer programs in Toronto is steadily increasing. Virtually zero funding is provided to youth soccer clubs by any professional team, soccer governing body or government agency; clubs will not share in revenue from the hosted 2026 World Cup. Clubs must therefore generate their own funding through player fees, **sponsorships**, and team fundraising.

While some sponsor revenue may be applied to reduce the fees and out-of-pocket costs for all players in some instances, the most significant impact of sponsorship revenue is to **subsidize fees and out of pocket expenses for players from financially disadvantaged families**. Most subsidized players are refugees and other New Canadians, or are from single-parent households.

## All Team and Program Sponsors

### RECOGNITION

- All team sponsor logos are printed on the designated panel of team jerseys. Standard printing is in one colour; additional colours are available at an additional cost.
- All sponsors at a specified annual level of support (= **\$2,500** for 2023) have their logo prominently displayed on the club website **home page** - [www.ntsoccer.com](http://www.ntsoccer.com) - with a link to the sponsor's website.
- All sponsor logos are displayed on the club website's sponsor recognition page, on **program pages** and are linked to the sponsor's website.
- Additional recognition opportunities - e.g. **field banners** and **program advertising** - where available, are described on the Sponsor Fee document provided for each club program.

### SPONSORSHIP FEES

- Standard fees for sponsorship are published annually for each program.

### PAYMENT

- All sponsor fees are payable to "North Toronto Soccer Club".
- The club will issue a **business receipt** to the sponsoring company. The full amount of the sponsorship fee may be claimed as a marketing or promotion expense. NTSC, a not-for-profit organization, cannot issue a charitable tax receipt. Donors to the North Toronto Sports Foundation, a related entity, will receive a charitable tax receipt but cannot be provided with sponsor recognition benefits.

### RESTRICTIONS

- Within Recreational divisions and within Competitive teams, there will be no directly competing sponsors without the approval of all parties.
- The club does not accept sponsorships from:
  - Political parties or movements
  - Religious organizations
  - Alcohol, cannabis and tobacco companies and brands
  - Organizations engaged in gambling
  - Organizations engaged in adult entertainment
- The club retains the right to approve all sponsors and logo designs
- OPDL and League1 Ontario sponsors are subject to approval by the respective leagues.

## Recreational Sponsors

A significant number of Spring and Summer recreational teams are sponsored by:

- Corporate sponsors
  - Including **national** and **regional** sponsors which have historically expanded their support to youth soccer clubs at the local level (e.g. Tim Hortons and BMO).
  - **Local businesses** not associated with a particular player or team which dependably sponsor one or more teams each season.
- Family sponsors - corporate or small business
  - Usually sponsoring the teams of their children or friends.
  - **As a benefit**, sponsors are granted one teaming (friend) request for the season.
    - The same benefit is offered to volunteer coaches; otherwise teaming requests are not accepted.

### ALLOCATION OF RECREATIONAL SPONSOR FUNDS

- Recreational sponsor fees are used to:
  - Help **subsidize** player fees for children from financially disadvantaged families in recreational programs. Subsidies range from 25% to 90%.
  - **Reduce** the overall costs and player fees for the recreational programs.
- Provide no-cost match official and coaching certification courses to 100+ NTSC teenage players who are being mentored in referee and coaching development programs
- 100% of recreational sponsor fees are allocated to the recreational programs.

### RECREATIONAL SPONSORSHIP PROPERTIES

- Teams in Spring and Summer recreational leagues, U7 and older.
  - The Active Start program, U4 to U6 is sponsored by Tim Hortons
- Special Olympics / All-Abilities program.
- Spring and Summer season-end festivals.
- The recreational sponsor fee per team is reduced for sponsors participating in both outdoor seasons, or sponsoring multiple teams.

### RECREATIONAL SPONSOR RECOGNITION

- Sponsor logo printed in one colour on the **front panel** of team jerseys; seen by spectators at well-attended games at local fields, multiple times per season.
- Sponsor logos are displayed on the club **website**. Sponsors of 8+ teams have their logo on the home page of the website. Sponsor logos on the club website are linked to sponsor websites.
- Recreational league sponsor names become the names of the teams and as such are listed on published **schedules** and, where appropriate, on published **league standings**.
- Recreational sponsors receive either (a) a sponsor **plaque** including a photo of the team sponsored or (b) a **team jersey** in an adult size with a printed logo.
- Recreational sponsors are offered the opportunity to sponsor, at an additional cost, end-of-season festivals where they may sample products or promote their businesses.

## Competitive Sponsors (Development, Soccer for Life, Talented Pathway)

There are 2 types of Competitive Sponsorships

- **Program Sponsors**
  - Sponsoring an entire program or group of teams
  - Typically negotiated by the club
- **Team Sponsors**
  - Sponsoring one team
  - Typically connected to a team parent or associate

Individual teams and programs can benefit from funding from both Program and Team Sponsors.

### ALLOCATION OF FEES PAID BY PROGRAM SPONSORS

- **PROGRAM** Sponsor fees are retained by the club and used to:
  - Help fund the fees of players who are receiving financial assistance, and in some cases travel or tournament expenses.
  - Provide enhancements to the program that are not covered in the player fee.
  - Help to support coach development.
- In general, 100% of Program Sponsor Fees are retained by the club. In instances where a team or parent of a player is responsible for the acquisition of a Program Sponsorship, a sizable portion of the fees will be allocated to a team (or teams).

### ALLOCATION OF FEES PAID BY COMPETITIVE TEAM SPONSORS

- **TEAM** Sponsor fees are used to supplement player fees, **funding team expenses not covered in the player fees**, including
  - League and Cup **player travel**; travel is extensive and travel costs are particularly high for teams in provincial leagues, OPDL and League1 Ontario. Staff coach travel is *included* in player fees.
  - Participation in **festivals, tournaments, showcases, and exhibition games** not included in the player fee.
  - The Club asks Team Managers to provide the following options when allocating sponsorship funds. Families may choose to:
    - a) Ask to OPT-IN to receive financial assistance to cover a portion of expenses (up to 90%)
    - b) Declare to OPT-OUT of receiving funds so that more is available to those who need them
    - c) Do nothing and receive a share of funds after the funds for financial assistance under a) are allocated. The amount available to families who ask for financial assistance through the team depends on the amount of sponsorship funds available, and how many families OPT-OUT.
- In general, **75%** of competitive **TEAM** sponsor fees is **disbursed to the team** and **25%** is retained by the club (effective in 2023) to cover the costs of:
  - Production and Fulfillment
    - Artwork, silkscreens and pre-production samples.
    - Printing in one colour on team jerseys.
    - One printed jersey for game jersey sponsors.
  - The majority of the 25% retained by the club is used to subsidize player fees. The number of players qualifying for subsidies has increased in 2022 and 2023, mainly refugees from Ukraine and other war zones.

## ○ **COMPETITIVE SPONSORSHIP PROPERTIES**

- **PROGRAM Sponsors**
  - Entire programs, including
    - League1 Ontario- i.e. all teams, 2 Premier teams, 4 Reserve teams, all of the women's program, or all of men's program
    - OPDL - i.e. all 8 teams, or girls program, or boys program
    - Grassroots Development - i.e. the entire program, all girls teams, all boys teams, the Advanced Development Program (U11-U12), the Nitros Development Program (U8-U10).
  - Club programs that are not specific to a team or age group, e.g.
    - Coach education
    - Female mentorship
    - Mental health
- **TEAM Sponsors**
  - Individual teams, U13 and older
  - Development Program individual gender/age groups, U8 to U12

## **COMPETITIVE SPONSOR RECOGNITION**

- Sponsor logos on game jerseys are seen at soccer fields across Toronto (district league teams), central Ontario (regional league) and Ontario from Windsor to Ottawa (provincial leagues).
- Sponsor logos are displayed on the club website, with primary sponsors and Talented Pathway co-sponsors featured on the home page (minimum annual sponsor fees of \$2,500 required)
- Team photos and match videos are posted on club and league websites and social media - Twitter, Instagram and YouTube.