

KSYSA POLICY ON SPONSORSHIP/ADVERTISING

1. Purpose: The purpose of this policy is to delineate the rights and responsibilities of both KSYSA and sponsors of said entity.
2. Standards
 - a. Each and every sponsor must understand that a sponsorship is not an endorsement of the person, business, or any product or services products of said business by KSYSA;
 - b. Sponsors must get prior approval for the use of any KSYSA names, logo, emblem, or other trademarked or identifying data;
 - c. The content of all ads arising from a sponsorship must be appropriate for youth and somehow related to soccer activities or healthy lifestyles;
 - d. Any exploitation of a KSYSA program, member league, registered team, or individual player for the benefit financially or otherwise for a sponsor is prohibited;
 - e. All ad copy and graphics submitted to KSYA become property of KSYSA. KSYSA will not design any logo or ad content. All submissions must be in a format compatible with the KSYSA web site. All fees must be paid in advance of placement or announcement unless otherwise agreed upon by contract;
 - f. Any violation of the above may result in termination of the sponsorship and advertising with the forfeiture of all fees paid to KSYSA;
 - g. All contracts for sponsorship and advertising shall provide that Kansas law governs, the dispute and that the District Court of Johnson County, Kansas is agreed venue, further that by entering into this agreement the sponsor/advertiser

agrees to as an essential under any theory to the amount contracted with KSYSA
for.

3. Sponsor & Preferred Vender Guidelines

STATE LEVEL:

\$5,000 or More Cash and/or Merchandise Donation

Requirements:

- Cash and/or Merchandise Donation of \$5,000 or more.
- Partnership commitment will be contracted for at least two years. However, Kansas Youth Soccer prefers long-term relationships for optimal delivery.
- Produce a minimum of two (2) banners for placement at events.
- Produce mark (460 by 80 pixels) for use on web site and other materials.

Kansas Youth Soccer Deliverables:

- Mark Recognition in Sponsorship Group on Letterhead and Materials
- Exclusive Brand Recognition and Product Category
 - Use of "Official Sponsor of Kansas Youth Soccer" or "Preferred (Category) Vendor of Kansas Youth Soccer" statement on any printed material and use of mark in combination with the statement.
 - Use of Kansas Youth Soccer mark on any materials
- Agreement to purchase merchandise with Product Category as agreed upon.
- Company mark on materials as agreed upon.
- Mark Recognition in Sponsorship Group on Front Page of Web Site.
- Mark/Banner Recognition on Primary (Player, Parents, Adults & etc.) Page of Web Site.
 - Mark/Banner will have active link to Sponsor's/Vendor's Web Site.
- Access to our mailing list of over 30,000 names, 18,000 households
 - Access will be limited to two complete household lists.
 - Access use will be through third party vendor or Kansas Youth Soccer.
- Banner Placement at all Kansas Youth Soccer Events
- Advertising/Editorial in E-Newsletters

\$2,500 to \$4,999 Cash and/or Merchandise Donation

Requirements:

- Cash and/or Merchandise Donation of \$2,500 to \$4,999.
- Partnership commitment will be contracted for at least two years. However, Kansas Youth Soccer prefers long-term relationships for optimal delivery.
- Produce a minimum of one (1) banner for placement at events.
- Produce mark (460 by 80 pixels) for use on web site and other materials.

Kansas Youth Soccer Deliverables:

- Brand Recognition and Product Category
 - Use of "Supporting Sponsor of Kansas Youth Soccer" or "Preferred (Category) Vendor of Kansas Youth Soccer" statement on any printed material and use of mark in combination with the statement.

- Use of Kansas Youth Soccer mark on any materials
- Agreement to purchase merchandise with Product Category as agreed upon.
- Company mark on materials as agreed upon.
- Mark/Banner Recognition on Primary (Player, Parents, Adults & etc.) Page of Web Site.
 - Mark/Banner will have active link to Sponsor's/Vendor's Web Site.
- Access to our mailing list of over 30,000 names, 18,000 households
 - Access will be limited to one complete household list.
 - Access use will be through third party vendor or Kansas Youth Soccer.
- Banner Placement at all Kansas Youth Soccer Events

PROGRAM LEVEL:

\$5,000 or More Cash and/or Merchandise Donation

Requirements:

- Cash and/or Merchandise Donation of \$5,000 or more.
- Partnership commitment will be contracted for at least two years. However, Kansas Youth Soccer prefers long-term relationships for optimal delivery.
- Produce a minimum of two (2) banners for placement at events.
- Produce mark (460 by 80 pixels) for use on web site and other materials.

Kansas Youth Soccer Deliverables:

- Mark Recognition on All Materials for the Program and Program Letterhead.
- Exclusive Brand Recognition and Product Category for that Program
 - Use of "Official Sponsor of (type) Program" statement on any printed material and use of program mark in combination with the statement.
 - Use of program mark on any materials
- Agreement to purchase merchandise with Product Category as agreed upon.
- Company mark on materials as agreed upon.
- Mark Recognition in Sponsorship Group on Front Page of Web Site.
- Mark/Banner Recognition on Program Page of Web Site.
 - Mark/Banner will have active link to Sponsor's/Vendor's Web Site.
- Access to our mailing list of over 30,000 names, 18,000 households
 - Access will be limited to two complete household lists.
 - Access use will be through third party vendor or Kansas Youth Soccer.
- Banner Placement at all Kansas Youth Soccer Events
- Advertising/Editorial in E-Newsletter

\$2,500 to \$4,999 Cash and/or Merchandise Donation

Requirements:

- Cash and/or Merchandise Donation of \$2,500 to \$4,999.
- Partnership commitment will be contracted for at least two years. However, Kansas Youth Soccer prefers long-term relationships for optimal delivery.
- Produce a minimum of one (1) banner for placement at events.
- Produce mark (460 by 80 pixels) for use on web site and other materials.

Kansas Youth Soccer Deliverables:

- Brand Recognition and Product Category

- Use of "Supporting Sponsor of (type) Program" or "Preferred (Category) Vendor of Kansas Youth Soccer" statement on any printed material and use of mark in combination with the statement.
- Use of Program mark on any materials
- Agreement to purchase merchandise with Product Category as agreed upon.
- Company mark on materials as agreed upon.
- Mark/Banner Recognition on Program Page of Web Site.
 - Mark/Banner will have active link to Sponsor's/Vendor's Web Site.
- Access to our mailing list of over 30,000 names, 18,000 households
 - Access will be limited to one complete household list.
 - Access use will be through third party vendor or Kansas Youth Soccer.
- Banner Placement at all Kansas Youth Soccer Events