

Sifil AFC: Sponsorship and donations policy

Version: v2

Effective Date: 01.07.26

Current Revision: 28.01.26

1. Purpose

This policy establishes clear guidelines for sponsorship agreements and donation acceptance at Sifil AFC. It ensures brand integrity, financial transparency, and appropriate governance whilst enabling teams to secure necessary funding for operations and their own development and team requirements.

2. Official Club sponsorships

2.1 Limited Sponsorship Portfolio

Sifil AFC maintains a **limited number of official club sponsors** who have been formally approved by the club committee . These sponsors have established legitimate business relationships with the club's management and governance structure.

2.2 Official Sponsor Recognition

- Official club sponsors are the **only entities permitted to be publicly promoted as "sponsors"** across all club communication channels
- Official sponsors receive recognition on the club website, social media platforms, and match day materials
- A current list of official club sponsors is maintained by the club committee and updated, as agreements change

3. Team-level funding and acceptance of donations

3.1 Individual Team Fundraising

Individual teams within Sifil AFC are **permitted to raise funds and accept donations** from willing businesses and community members to support their operations, equipment, and development activities.

3.2 Donation Classification

Funds accepted by individual teams must be classified and referred to as **"donations"** or **"contributions," NOT as sponsorships**, regardless of the benefit or recognition offered to the donating entity.

3.3 Communication Restrictions

- Team-level donations **cannot be promoted as sponsorships** on social media or other communication platforms
- Donations **cannot be featured in official club communication** channels as if they were club-level sponsorships
- Teams must use appropriate terminology when acknowledging supporters, donors or financial contributors (e.g., "We thank [Company] for their generous donation" rather than "[Company] is a proud sponsor")

3.4 Donation Acknowledgment

Teams may acknowledge donors and contributors through:

- Direct thank-you communications
- Team-specific social media posts (using appropriate terminology, as guided in 3.3 of this document)
- Internal team communications and materials
- Match day programme notes (Specific to the team section only)

4. Club brand-integrity and governance

4.1 Club committee oversight

The club committee retains authority over all sponsorship partnerships and maintains the right to review any team donations that may conflict with club values or existing official sponsorship agreements.

4.2 Conflict of Interest

Teams must notify the club committee of any donations from businesses that directly compete with or conflict with official club sponsors.

The Sifil AFC committee should be made aware of any organisations who wish to become a main club sponsor, and go through the relevant approval process.

The club committee reserves the right to decline any such donations on behalf of the club, if deemed appropriate

5. Compliance and Enforcement

5.1 Policy Adherence

All teams and representatives of Sifil AFC are required to comply with this policy and its adherence falls within the clubs 'codes of conduct' for members (including players, coaches and registered volunteers)

5.2 Regular Audits

The committee can conduct periodic reviews of team fundraising activities to ensure compliance with this policy and can take appropriate action (where necessary) in line with the clubs code of conduct

6. Queries and clarification

For questions regarding this policy, contact the **Sifil AFC Club Board** .

Approved by: Sifil AFC Club Board

Policy Owner: Andrew Desmond [Chair]

Date of approval: 28.01.26