Zionsville Youth Soccer Association
ZYSA Teams and Club Members Fundraising Policy
(Approved 11/17/2011)

1. Purpose

Throughout the year ZYSA teams and ZYSA club members may be presented with opportunities, not sponsored by ZYSA, to participate in either fundraising activities for non-profit organizations or raising funds to help offset ZYSA team expenses. This policy will outline when and with whom teams and club members may and may not use the ZYSA name and logo in their fundraising activities.

2. ZYSA Brand

The ZYSA brand is much more than just its name and logo. The ZYSA brand is how ZYSA wants to be perceived by club members, competitors, partners and the community at large. This perception is continually shaped by every statement made and action taken by players, coaches, parents, staff and club members. Therefore, it is very important to ZYSA to oversee how and where the ZYSA brand is used for fundraising.

3. ZYSA Team and Club Member Fundraising Philosophy

ZYSA understands the needs of organizations and teams to fundraise in order to fund their activities and believes participation in fundraising can be both team and character building for ZYSA players.

ZYSA believes player participation in a fundraising activity must be more than requesting a donation of money. The fundraising activity should involve some type of ZYSA player activity.

The requesting of monetary sponsorship or donation from any ZYSA club member, individual, business, or organization for a ZYSA team or team event is not allowed.
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4. Fundraising Events

4.1. The following fundraising activities will not be endorsed or supported by ZYSA. ZYSA teams and club members can not independently solicit funds or participate in activities using the ZYSA name, logo, colors, or wearing apparel with the ZYSA logo when the fundraising activity is associated with or involves:
   - Political parties
   - Religious institutions
   - Existing ZYSA sponsors and partners
   - Selling of any item (e.g. apparel, candy, tickets, coupons)
   - Raffles

4.2. The following fundraising activities may be endorsed or supported by ZYSA. ZYSA teams and club members may solicit funds or participate in events using the ZYSA name, logo, colors, or wearing apparel with the ZYSA logo when the fundraising activity is consistent with the ZYSA Team and Club Member Fundraising Philosophy and is associated with or involves:
   - Non-profit organizations
   - For-profit businesses and organizations, when the ZYSA team or club member receives a non-taxable contribution from the business or organization as a result of having participated in the activity.
   - Examples of activities ZYSA might endorse or support include, but are not limited to:
     - Fall leaf raking service
     - Holding a car wash
     - Working for the Indianapolis Colts during Colts home games or Klipsch Music Center during concerts (e.g. concessions)
     - Working for Zionsville Parks

5. Process for Seeking Approval for Fundraising Participation

5.1. Send an email to the ZYSA Executive Director requesting participation in the fundraising activity at least 14 days prior to the activity and include the following information:
   - Sponsor of activity (i.e. team or non-profit organization
   - Date(s) of the activity
   - Role the ZYSA players will play in the activity

5.2. ZYSA Executive Director will send notice of ZYSA support or non-support of the activity within 7 day of having received the email request.