



Dakota Alliance Soccer Club

Team Fundraising & Marketing Policy

Purpose

This policy establishes guidelines for how DASC teams may organize fundraising efforts while ensuring consistency with club branding, communication, and community image. The goal is to support team initiatives while protecting and strengthening the DASC brand.

1. Approval & Notification

- **Advance Notice:** Teams must submit a fundraising request to the DASC office **at least 14 days prior** to the planned event or campaign.
 - **Request Form:** The request must include:
 - Fundraising activity description
 - Date(s) and location(s)
 - Beneficiary (specific team/players)
 - Contact information for the team fundraising coordinator
 - Marketing needs (e.g., social media posts, flyers, email blasts)
 - **Approval:** Club leadership will review requests within **7 business days** and confirm whether the event can proceed under the DASC name/branding.
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2. Marketing & Promotion

- **Club-Supported Marketing:**
 - Once approved, DASC may share fundraising events **no more than twice per event** across official club channels (social media, email, website, etc.).
 - Teams should provide **all marketing materials at least 14 days in advance** to allow for scheduling.
 - Social media post drafts or flyer copy must be submitted in a ready-to-use format.
- **Team-Directed Marketing:**
 - Teams may create and distribute their own promotional materials provided they follow [DASC branding guidelines](#)

- Materials must not conflict with club-wide sponsorship agreements already in place or future dated contractual obligations.
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3. Branding & Guidelines

- **Logo Use:**
 - All team fundraising materials that include the DASC name or logo must follow official **DASC branding standards** (fonts, colors, logo usage).
 - Logo files will only be provided by the club office upon request.
 - No entity will be allowed to release official club logo(s).
 - **Sponsor Recognition:**
 - Teams must not seek sponsorships from businesses already under exclusive DASC sponsorship contracts without prior approval.
 - Teams may list their fundraising event sponsors but must not present them as official DASC club-wide sponsors.
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4. Financial Transparency

- Teams are responsible for tracking funds raised and their distribution.
 - The club may request a post-event summary including funds raised, participants, and outcomes for accountability.
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5. Contact & Oversight

- Each team must designate a **Fundraising Coordinator** as the primary contact for the club office.
 - Questions, approvals, and requests should be directed to **Holly Hirsch** - hollyh@dakotaalliancesoccer.com
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6. Prohibited Fundraising Activities

To protect the club's reputation, the following activities are **not permitted** under the DASC name:

- Raffles/gambling without legal permits
- Alcohol-related promotions involving minors
- Fundraisers conflicting with community partnerships or the club's mission

✔ **Summary of Timeframes:**

- **14 days prior** → Submit event for approval
- **14 days prior** → Submit marketing materials for club support
- **7 business days** → Club provides approval/feedback