



Barrie Trojan Swim Club (BTSC)

Corporate Sponsorship Policy

Date Effective: 10-October-2025
Date Last Reviewed:
Date Last Revised: 10-October-2025

Date of Amendment	Summary of Amendment	Amended By:	Approved By:
10-Oct-2025	First version of policy.		Board of Directors

SCOPE:

This policy applies to all BTSC members, families, volunteers, and corporate sponsors participating in the Club's sponsorship program, and governs the process for acquisition, management, and allocation of sponsorship funds.

POLICY STATEMENT:

Corporate sponsorship is a vital part of BTSC's revenue and community engagement strategy. The Club recognizes and values the role of member families in sourcing sponsorship and is committed to transparent management, fair allocation, and robust compliance with amateur sport regulations. Sponsorship funds will be distributed to benefit both the Club and the member family identifying the sponsor, supporting program sustainability and swimmer affordability.

DEFINITIONS:

Corporate Sponsorship:

A financial or in-kind contribution made to BTSC by a business entity in return for formal Club recognition or promotional benefit.

Member Family:

The BTSC member or family that successfully secures a sponsorship for the Club and fulfills policy requirements.

Sponsorship Form:

The official online submission form for sponsors to provide their information and select recognition options: <https://form.jotform.com/222553746163255>.

Sponsorship Tier:

Defined levels of sponsorship that determine recognition and advertising options, as outlined in the Club's sponsorship package.

GUIDING PRINCIPLES:

BTSC seeks to ensure a transparent, equitable, and professional sponsorship process. The Club promotes collaboration between families and the **Operations Manager** to maximize opportunity, avoid duplication, and provide meaningful recognition for sponsors. The Club is committed to adhering to all amateur sport and financial governance standards.

PROCEDURE:

Sponsorship Solicitation and Submission:

Member families interested in securing a corporate sponsor must:

- Verify that the potential sponsor has not previously been solicited and approved within the swim season.
- Utilize the current official **BTSC sponsorship package** and direct the sponsor to complete the online sponsorship form at <https://form.jotform.com/222553746163255>.
- Guide sponsors through form completion and communicate Club advertising requirements.

Sponsorship Review and Agreement:

- The Operations Manager will review all submissions for completeness, appropriateness and sponsor tier selection.
- Sponsorships exceeding \$500 require approval of at least one Board member.
- All agreements specifying sponsor benefits, advertising terms, and fund allocation must be in writing using Club templates.

Sponsor Advertising Requirements:

To facilitate promotional recognition, sponsors must provide:

- **High-resolution logo** in digital format for web, print, and event assets.
- **Business name and contact information.**
- **Advertising copy, tagline or text** if applicable.
- **Physical banner or signage** (for relevant tiers), meeting Club specifications.
- **Web and social links** for online promotion.

Sponsors must submit materials promptly to allow for timely recognition. BTSC will review all materials to ensure suitability.

Allocation of Sponsorship Funds:

- **60%** of net funds received from each sponsorship will be allocated to Club operating costs and strategic program development.
- **40%** will be credited directly toward the swim fees of the member family securing the sponsorship.
- Sponsorship credits are non-transferable, must be used within the current fiscal year, and cannot be redeemed as cash.
- The Club Treasurer tracks all allocations and provides reporting to families and the Board.
- As BTSC is not qualified as a charitable organization, a receipt can not be provided to approved sponsors.

Sponsor Recognition Tiers:

Sponsor benefits are assigned as follows (subject to package updates):

- **Bronze Tier:** Digital logo on website, newsletter feature.
- **Silver Tier:** Website and event signage; social media mentions.
- **Gold Tier:** Prominent logo at events; apparel or meet programs; enhanced digital and print recognition.
- **Platinum/Title Sponsor:** Exclusive event signage, club-wide recognition, featured in all club media, customized promotional options.

Sponsors select their recognition tier when submitting the online sponsorship form. Full details are found in the Club's sponsorship package: [BTSC Sponsor Package](#).

MEMBER FAMILY RESPONSIBILITIES:

- Use official Club materials and direct sponsors to proper submission processes.
- Assist sponsors with completion of advertising requirements and form submission.
- Communicate only the sponsor benefits officially offered by the Club; do not offer any unapproved or additional recognition.
- Coordinate with BTSC to ensure sponsors are acknowledged in line with policy and tier selection.
- Promptly report any issues, conflicts, or concerns to the Operations Manager or Club Executive.

- Maintain compliance with this policy; repeated non-compliance or misrepresentation will be reviewed by the Board and may result in forfeiture of sponsorship fee credits or further discipline, as deemed appropriate by the Board.

AMATEURISM AND COMPLIANCE CONSIDERATIONS:

- All sponsorship funds flow through BTSC; absolutely no direct payments are made to individual swimmers.
- Annual reporting to governing bodies as required.
- Written sponsor agreements safeguard club and member amateur status under current *Name, Image, Likeness (NIL)* rules.
- Members with concerns regarding eligibility or amateur status are encouraged to seek independent advice.

REVIEW AND AMENDMENT:

This policy shall be reviewed annually (at minimum) or as required by Club leadership. Amendments to respond to regulatory changes, Club operational needs, or best practices will be considered by the Board of Directors.

REFERENCES:

BTSC Sponsorship Package
BTSC Sponsorship Form
Swim Ontario / Swimming Canada Regulations