



# BURNABY FOOTBALL CLUB

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## Sponsorship Policy

Burnaby Football Club (BFC) is committed to making soccer accessible to the community and the City of Burnaby. The club has been created to build leaders and community through sport. We bring together a comprehensive technical and operating infrastructure to yield a superior experience for players, parents, coaches, staff, volunteers and more.

BFC embraces a positive culture and facilitates a movement to improve the youth sports culture in Canada to one which encourages high-quality coaches and environments which support positive youth development and social-emotional learning and well-being.

This means:

- \*Purpose: Build leaders and community through sport.
- \*Vision: The best-in-class football community in the country.
- \*Mission: Be the leaders in creating exceptional football experiences.

Burnaby Football Club believes in our values: Teamwork, Development, Community, and Integrity.

BFC will pursue sponsorship opportunities of its programs, teams, and potential facilities and expansion to generate incremental revenue to offset costs incurred by the club's operations and to ensure a financially viable service to its members. BFC will seek to promote a healthy, fun, and rewarding soccer experience for all its members. BFC maintains the right to decline any sponsorship proposal.

1. BFC will not accept sponsorship from any organization whose values are contrary to those of the Club.
2. BFC will not accept support or sponsorship from tobacco companies or companies which promote the sale of tobacco or vaping products.
3. BFC will not accept sponsorship from religious or political organizations which are offensive or prejudicial to other groups.
4. BFC will not accept sponsorship from companies who demean members of any group based on gender, ethnicity, or sexual orientation.
5. BFC will not accept sponsorship from alcoholic beverage manufacturers or distributors for youth programs or events. Alcoholic beverage manufacturers or distributors may sponsor the BFC adult programs and/or events.