



BURNABY FOOTBALL CLUB

Sponsorship Guidelines

It is vital for Burnaby FC to have both a clear and transparent approach to sponsorship. Sponsorship discussions and agreements are arranged through the sponsorship coordinator. By following this method of synchronizing sponsorship, BFC can ensure there will be consistency in messaging, branding and ensure sponsorships align with the values of the club.

The approach to sponsorship has evolved in recent years, with an increased emphasis on social impact and community engagement. Burnaby FC can take advantage of this trend through increased storytelling regarding the positive impact the club is having in the community, and by seeking sponsors who share the same values and goals.

In addition to providing growth to BFC funds offsetting and helping to offset operational costs, sponsorship can enhance the club's image and profile within the community. Burnaby FC can build a sense of community, and shared purpose around our club's mission.

Sponsorship leads, discussions or community introductions are to be directed to the marketing and communications coordinator who oversees the growth of this key role within BFC.

Coaches, Managers, all staff, and directors are to not enter detailed discussions of sponsorship at Burnaby FC. All leads, personal contacts or relationship must be handled by and through the sponsorship coordinator.