

FPCA Football Club – Sponsorship & Code of Conduct Policy

1. Introduction

FPCA Football Club is proud to partner with local businesses and community organisations through our player and team sponsorship programmes. These partnerships are essential to our mission of providing free, inclusive grassroots football to children across North Lincolnshire and South Yorkshire.

This policy outlines the expectations, processes, and standards we uphold for all sponsorship relationships.

2. Sponsorship Opportunities

FPCA Football Club offers the following sponsorship options:

A. Player Sponsorship (Annual)

£40: Supports a player's full season

£100: Supports a player and provides them with a new pair of boots

Sponsor's name/logo featured on the club's promotional materials and social channels (where applicable)

B. Team Sponsorship (Two-Season Term)

£350 – Match Kit Sponsorship (logo on kit)

£650 – Match Kit + Training Kit

£1,200 – Full Package: Match Kit, Training Wear, and Winter Wear

Sponsors receive brand visibility on:

Matchday kits

Social media and website

Screens at Football Prodigy Coaching Academy

Team photos and club promotional materials

Sponsorship agreements are confirmed upon receipt of payment and signed agreement.

3. Code of Conduct for Sponsors

FPCA Football Club believes in integrity, respect, and community leadership. To protect our players, families, and reputation, all sponsors are expected to conduct themselves and represent their businesses in alignment with these values.

We reserve the right to investigate and review sponsorships if:

A sponsor (individual or business) is involved in conduct that contradicts our safeguarding, equality, or respect policies

There are credible reports, public conduct, or social media activity that could bring the club into disrepute

There is behaviour (online or offline) that conflicts with the spirit of youth development or community sport

4. Termination Clause

In the event that a sponsor's behaviour or reputation conflicts with the values of FPCA Football Club, the club reserves the right to:

Conduct a review or investigation

Suspend the public visibility of the sponsor during this period

Terminate the sponsorship agreement with immediate effect, without refund, if deemed necessary by the club's committee

Such action will be taken to protect the integrity and safety of our players and community.

5. Communication & Review

Sponsors will be updated throughout the season with photos, recognition, and mentions across our platforms. We encourage ongoing dialogue and value the support our sponsors bring to grassroots football.

This policy will be reviewed annually and provided to all new sponsors prior to confirmation.