



CAL SOUTH SPONSORSHIP GUIDELINES

It is in the best interest of Cal South and its member leagues, clubs, gaming circuits and sanctioned tournaments (Members) to secure sponsorship. Sponsorship is defined as any contribution given to a Cal South entity including but not limited to money, printing, product, value in kind or staff support. Cal South and its Members are actively engaged in securing sponsorship. Most sponsorships are permissible without review based on reasonable application of appropriate standards for a youth sport.

There are categories of sponsorship which are subject to review due to the product or service being promoted. These are predominantly based on legal age restrictions on or health concerns for the sponsor's product or service.

Any sponsorship in which age restrictions or health concerns are applicable must be submitted to Cal South for approval. Prior to consideration of a sponsorship request, please review and consider the following guidelines for such sponsorships.

These are guidelines only. All sponsorships in which alcohol, tobacco, gambling, entertainments or other activities which are age restricted by law must be submitted to Cal South for review and approval. These guidelines are not intended to be restrictive, but are in place to maintain a level of protection for the members of Cal South. Decisions will be subjective and arbitrary and will be made at the sole discretion of the marketing department of Cal South. Decisions may be appealed in writing to the board of directors through the Cal South Chief Executive Officer.

Alcohol

The legal age for consumption of alcohol in the State of California is 21. Member activities in which there is a sponsor in this category shall be submitted for review. The type of Member activities in this category are those with a player focus such as league seasons and tournaments. They do not include predominantly adult activities such as fund raisers or banquets.

For player focus activities, sponsor activation should be in the form of company signage or corporate information. Product distribution, sampling, sale and coupons for alcohol products should not take place. The latter would be appropriate for adult activities such as banquets or fund raisers.

Resorts and destinations

Cal South recognizes that many resorts and destinations have gambling as one of the attractions for that location. Gambling is illegal for persons under the age of 18 in California. Any advertising, promotion or marketing of gambling will not be permitted at youth soccer events in which any player is below the age of 18. Tournaments in which players are 19 years of age or older shall be exempt from the following guidelines so long as the significant majority of players are 19 or older.

Resorts and destinations that do not have the word “casino”, “gambling” or other activity prohibited by law for those 18 or younger are acceptable. Resorts or destinations in which the word “casino”, “gambling” or other activity prohibited by law for those 18 or younger are acceptable so long as there is another descriptor included in the resort name. The additional descriptor shows that there are multiple activities available and that gambling is not the sole reason for attendance. Acceptable examples are MGM Grand, Pala Casino Spa and Resort. An example of an unacceptable name: Commerce Casino.

Entertainments

This category is very broad and applies, but is not limited to musical performances, motion pictures, stage plays, adult entertainment venues, websites and magazines. Sponsors with products or services that promote or show actions or activities that are illegal and are specifically intended to promote those actions or activities must be submitted for review.

Tobacco

None permitted

Once again, these guidelines are not intended to be restrictive, but are in place to maintain a level of protection for the members of Cal South.

Please utilize the Cal South Marketing Department as a member resource and feel free to contact us with any sponsorship questions you may have.