



**BC SOCCER**

BC Soccer Premier League  
Brand Guidelines

December 2024

# 1. BCSPL Brand Guidelines/Marks & Logo Use

## Purpose

The *BCSPL Brand & Sponsorship Guidelines* are intended to support BCSPL Clubs in their awareness of both club branding and usage of BC Soccer branding relative to the BCSPL.

- a) The BCSPL's (or any future named league's) marks and logos may not be altered in any way, specifically around colours, proportions, font, and any other manner without the expressed written consent from BC Soccer.
- b) BC Soccer may change or update these marks and logos at any time and will provide adequate notice for BCSPL member groups to update their materials.
- c) BCSPL Clubs are encouraged to use the BCSPL logo on their website and official correspondence but may not alter the marks and incorporate them directly into that of the BCSPL Club. A BCSPL Club: BCSPL mark lock-up may be provided to all BCSPL Clubs to ensure proper use of the BCSPL mark in tandem with the BCSPL Club mark.

# 2. BCSPL Sponsorship Guidelines

- a) BC Soccer recognizes the BCSPL Club's right to enter into sponsorship contracts, endorsements and business relationships subject to the conditions set out below. The Licence Holder hereby:
  - i. Consents to BC Soccer using, reproducing and distributing without charge, on a worldwide basis, in any format or media (including, but not limited to, photo, video, etc.) the BCSPL Clubs' name, logo or other identifiable attribute which can be linked to the BCSPL Club (collectively referred to as "BCSPL Clubs' Attributes") to promote the BCSPL and the BCSPL website, media guide, media kit, sponsorship, licensing, advertising, public relations, social media and marketing programs (collectively referred to as the "Marketing Programs").
  - ii. Undertakes not to enter into any contract or sponsorship venture related to BCSPL without first obtaining BC Soccer's written approval. BC Soccer may not grant its approval if the proposed contract or venture conflicts, in the sole opinion of BC Soccer, with with branding standards of the program. This consent will not be unreasonably withheld or delayed.
  - iii. Releases and saves harmless BC Soccer from any and all claims that the BCSPL Club may have against BC Soccer, now or in the future, arising from the use by BC Soccer of promotional material utilizing the BCSPL Clubs' attributes.

## **BCSPL Sponsors**

BC Soccer reserves the right to enter into agreements with program-wide sponsors. As an extension of those partnerships, BC Soccer may make offers and introductions to BCSPL members to join in the partnership. Such partnerships may have mutual benefits and returns to both BC Soccer and BCSPL Clubs, which may vary from partnership to partnership. BCSPL Clubs may choose to opt into these partnerships. It is agreed and understood that Program Sponsors may be competitors to one or more of the sponsors of the BCSPL Club.

## Match Day Sponsor Rights

The BCSPL Club owns and controls all other match venue signage for BCSPL match days. The placement of Program Sponsor signage cannot be modified. All tents, banners, and other signage, as defined by BC Soccer - inclusive of partner branding - must be used as part of the field setup without exception.

## Team Sponsors

BCSPL Clubs may source and secure sponsors for their BCSPL program as they see fit.

BCSPL Clubs may not accept sponsorship from tobacco, drug, or alcohol companies. Any organization that promotes discriminatory practices, illegal activities or gambling, or contradicts BCSPL's objectives to promote sport, health, community-building, fitness and personal well-being, is similarly excluded from sponsorship consideration for BCSPL Clubs.

BCSPL Clubs may sell the front or back of their team jersey to team sponsors. It is recommended that logos may be no more than 7" high x 10 1/2" wide and shall not interfere with the player number, if placed on the back.

The left sleeve of all game jerseys may be reserved for the BCSPL patch in future playing seasons. The BCSPL patch, which may contain BC Soccer partner logos as well as that of the BCSPL, must be used and placed on both Home & Away jerseys as defined by BC Soccer.

The right sleeve patch may be sold by the BCSPL Club to a sponsor.

## Use of BC Soccer Marks

BCSPL Clubs are permitted to use the marks and branding of BC Soccer subject to written approval and in accordance with the "BCSPL Brand Guidelines" document, to further the promotion and awareness of their BCSPL club. All artwork requests can be sent to BC Soccer Communications at [communications@bcsoccer.net](mailto:communications@bcsoccer.net).

## Subject to Change

Terms and conditions of the sponsorship guidelines are subject to change without notice, from time to time in the sole discretion of BC Soccer. BC Soccer will notify all BCSPL Clubs of amendments to these terms and conditions by distributing updates through program e-mail communications.