



SPONSORED SOCIAL MEDIA CONTENT AND MEDIA RELATIONS POLICY



Sponsored Social Media Content and Media Relations Policy

Purpose

FC Regina is committed to providing a safe, respectful and welcoming environment for all athletes, families, coaches, officials, volunteers and staff. This policy establishes expectations regarding photography, videography, sponsored social media content, interviews and media activity at FC Regina facilities, programs and events.

The AffinityPlex is a private facility operated by FC Regina. Access for the purpose of media coverage, commercial photography, professional videography or sponsored content creation is subject to approval by FC Regina.

Personal Photography and Social Media

Parents, guardians and spectators may take reasonable photos and videos of their own children during FC Regina games, practices, training sessions and other activities, provided doing so does not interfere with participants, coaches, officials, spectators or the operation of the facility.

FC Regina asks all individuals to respect the privacy of other athletes and families.

Before posting photos or videos on social media that clearly feature athletes other than your own child, individuals should obtain permission from the athlete's parent or legal guardian.

Photos or videos must not be taken in areas where participants have a reasonable expectation of privacy, including dressing rooms, washrooms or other designated private areas.

Sponsored and Commercial Social Media Content

Any organized content creation intended for commercial, promotional, sponsored, influencer or brand-related purposes requires prior approval from FC Regina.

This includes, but is not limited to:

- Sponsored social media posts, reels, stories or videos;
- Brand partnerships, endorsements or product promotions;
- Sponsored interviews or athlete features;
- Commercial photography or videography;



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- Content being produced on behalf of a company, organization, media outlet or third party;
- Professional or semi-professional filming or photography sessions; and
- The use of FC Regina facilities as a location for commercial or sponsored content.

Approval must be received from FC Regina before filming, photography or content production begins. FC Regina reserves the right to establish conditions regarding where, when and how approved content may be captured.

Approval to film or photograph at an FC Regina facility does not constitute permission to use an individual athlete's image or likeness. Content creators remain responsible for obtaining any required consent from athletes, parents or legal guardians.

Use of FC Regina Name, Logo and Branding

The FC Regina name, logos, uniforms, signage and other club branding may not be used in a manner that suggests FC Regina endorses a business, product, service, individual or organization without prior written approval from FC Regina.

Sponsored or commercial content involving FC Regina athletes, teams, facilities or branding must not imply an official partnership, sponsorship or endorsement unless such a relationship has been authorized by the Club.

Media Relations

All media requests involving FC Regina should be directed to and coordinated through FC Regina staff.

Members, coaches, volunteers and team personnel who receive requests from television, radio, newspaper, online media, podcasts or other media organizations regarding official FC Regina matters should refer the request to FC Regina staff.

Media representatives must receive prior permission from FC Regina before entering the AffinityPlex or other controlled FC Regina spaces for the purpose of conducting interviews, taking photographs, recording video or gathering content.

FC Regina may designate appropriate locations and times for interviews, photography and filming to minimize disruption to programming and protect participant privacy.

Requests for official statements or comments on behalf of FC Regina must be directed to an authorized Club representative.



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Interviews with Youth Athletes

Interviews involving minor athletes require appropriate parent or legal guardian consent and must be approved by FC Regina when conducted at an FC Regina facility or as part of an FC Regina activity.

FC Regina may require a parent, guardian, coach or Club representative to be present during an interview with a minor.

Professional Photography and Videography

Professional photographers and videographers, including individuals hired by teams, athletes, families, businesses or third-party organizations, must receive approval from FC Regina before conducting organized photography or videography at the AffinityPlex.

Approval may include restrictions on equipment, filming locations, field access, timing and interaction with athletes

Field and Restricted Area Access

Permission to enter the AffinityPlex does not automatically provide access to the playing surface, team benches, technical areas, dressing rooms or other restricted spaces.

Access to these areas for photography, videography or media purposes must be specifically authorized by FC Regina staff.

Club-Captured Content

FC Regina may capture photographs and video during Club programs, games, tournaments and events for communications, promotional and organizational purposes in accordance with applicable Club registration agreements, consent requirements and policies.

Individuals with questions or concerns regarding FC Regina's use of athlete images should contact the Club.



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Compliance

FC Regina reserves the right to ask any individual conducting unauthorized photography, videography, interviews, sponsored content creation or media activity to stop the activity or leave the facility.

Failure to follow this policy may result in restrictions on future photography, videography, media or facility access and may be addressed under other applicable FC Regina policies.

Questions and Approval Requests

Requests for media access, sponsored content creation, professional photography, videography, interviews or use of FC Regina branding should be submitted to FC Regina staff in advance.

FC Regina appreciates the cooperation of our athletes, families, spectators, media representatives and community partners in protecting participant privacy while maintaining a safe, respectful and welcoming environment for everyone.