

# Team Sponsorship Policy



As part of its Strategic Plan, your Club has a clear strategy to secure sponsorship arrangements with commercial partners at a range of levels, and this is being implemented through the services of a third party marketing organization.

Notwithstanding that, the Club wishes to encourage individual teams to also interact with their community through their various networks.

The purpose of this page is to give you some clear guidelines on how to go about this process, should you choose to do so:

- All individual team sponsorship proposals will require the prior approval from your respective Club representative (see below) to ensure there are no conflicts with Club-wide sponsors
- As part of any sponsorship package, if a team wishes to purchase playing, training and/or other apparel, the Club wishes to direct you, in the first instance to its Official Club Partner, Score Sportswear, who are the official NZ supplier of the Lotto and Samurai brands.  
(To be clear club owned playing shirts will not be able to be used for sponsorship)
- If you wish to have your sponsored apparel adorned with the Ellerslie Club logo and/or the words, "Ellerslie AFC", or "Ellerslie Football" or any variance of the clubs name (for example EAFC), you must purchase that apparel through Score Sportswear.
- Should the Club secure a major Club-wide sponsor, the Club reserves the right to replace any individual team sponsored playing shirts with club owned shirts, if there is a sponsor product category conflict.

## Club Representatives

Senior Division - [Tim Adams](#)

Junior/Youth Division - [Dylan Riminton](#)

*See below for links to Scores catalogues*

## Apparel, Footwear & Accessories

<https://www.lottosports.co.nz/pages/catalogue.htmx>