



WYSA Promotional Grant Guidelines

In order to assist its members in the growth and promotion of soccer, the Wisconsin Youth Soccer Association (WYSA) is willing to assist its member clubs in the attraction of new members and the retention of existing members. Often times clubs do not have the resources to undertake advertising materials in order to reach and serve their surrounding communities. To this end, WYSA is offering member clubs a reimbursement grant of up to \$250 for the advertising and promoting of soccer through participation in their club. In general, it is preferred that this effort be aimed at grassroots and recreational soccer activities. However, WYSA recognizes that not all member clubs have grassroots or recreational programs and that grant opportunities should be available to all member clubs. Given that, the criteria is as follows:

- 1) Grants will be awarded on a reimbursement basis only. Prior to receiving reimbursement, clubs must submit Promotional Grant Application, paid receipts including proof of payment, proof of item, and/or copy of item.
- 2) For those clubs with solely grassroots or recreational programs or with combined recreational and select programs, grants will only be awarded for activities related to grassroots or recreational programs.
- 3) For those clubs with only classic or select programs reimbursement grants will be awarded for the promotion of those programs provided that existing policies of the WYSA regarding recruitment and poaching are not violated
- 4) A club with multiple regions or satellite affiliates are only eligible for one grant.
- 5) Reimbursement grants will be awarded only to those clubs in Good Standing with WYSA as defined by WYSA policies.
- 6) Eligible grant activities include yard signs, banners, local advertising in newspapers or periodicals, printing costs for advertising flyers.
- 7) Ineligible activities include direct mail campaigns or the purchase of mail or email lists, website upgrades, electronic or social media advertising, club banner, club wind flag, club t-shirt, club soccer ball.
- 8) For 2021, eligible grant items are extended to include COVID-19 materials. WYSA will assist with design of materials if requested by a club.
- 9) The maximum grant to any club shall be \$250 in a calendar year.

To apply, a member club must complete the Promotional Grant Application must submit it to the WYSA Office via mail with supporting documentation. Contact Meghan Ward at mward@wiyouthsoccer.com with questions.