



## **WYSA Promotional Grant Guidelines**

To aid its members in the growth and promotion of soccer, the Wisconsin Youth Soccer Association (WYSA) assists its affiliated clubs in the attraction of new members and the retention of existing members. Often 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 \$300 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 are as follows:

- 1) Grants will be awarded on a reimbursement basis only. Prior to receiving reimbursement, clubs must submit:
  - a. Promotional Grant Application,
  - b. Paid receipts including proof of payment,
  - c. 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 is only eligible for one grant.
- 5) Reimbursement grants will be awarded only to those clubs who are current on all invoices and in Good Standing with WYSA.
- 6) Eligible grant activities include yard signs, banners, local advertising in newspapers or periodicals, printing costs for advertising flyers, social media advertising.
- 7) Ineligible activities include direct mail campaigns or the purchase of mail or email lists, website upgrades, club banner, club wind flag, club t-shirt, club soccer ball.
- 8) The maximum grant to any club shall be \$300 in a calendar year.

To apply, a member club must complete the Promotional Grant Application and submit to the WYSA Office via mail with supporting documentation. Contact Meghan Ward at [mward@wiyouthsoccer.com](mailto:mward@wiyouthsoccer.com) with questions.