



## ENDORSEMENT POLICY (Proposed 4/18/2008)

### 1. Purpose

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- a) This document serves as reference material for external organizations or individuals who wish to have their functions, events, images, or other interest endorsed by LYSL.
- b) Endorsement refers to an act of support only, which does not incur any financial obligations, **unless specifically provided for through written agreement between LYSL and the endorsement requestor.**

### 2. Background

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- a) LYSL takes the view that ~~it is~~ there are occasions that the endorsement of organizations or individuals with similar goals can be mutually beneficial. Consideration for LYSL to lend its endorsement will be **partially** dependant on the following list of attributes of the requesting party and/or its members or functions:
  - i. provides a service to youth soccer community
  - ii. assists members to keep up to date in youth soccer training, knowledge, concepts and approaches
  - iii. brings people with mutual interest together to share knowledge and experience
  - iv. promotes the development of youth soccer
  - v. promotes goals that coincide with the mission statement and goals of LYSL
- b) Despite the lack of financial obligation on the part of LYSL, the endorsement signifies LYSL's support and commitment of making the event relevant to LYSL, its member and the youth soccer community. The following criteria should be evaluated when LYSL is to consider endorsing an event:
  - i. Nature of Event: the relevancy to the LYSL, its member and the youth soccer community
  - ii. Requester: background, structure, resources and past dealings with the LYSL
  - iii. Others: this includes benefits to LYSL members, possible conflict of interest and other considerations

### 3. Services provided by LYSL

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- a) For events or individuals endorsed by LYSL, the following service options may be available to its organizer:
  - i. free insert or description or promotion in the LYSL newsletter or website
    - a. **The period for description or promotion on the league website shall last 30 days, unless a longer endorsement period is mutually agreed upon in writing.**
    - ~~i~~.b. **Any promotional materials placed in the LYSL newsletter or website shall include a Statement of Endorsement by the LYSL Executive Board.**
  - ii. provide a quote of endorsement (approved by Executive Board)



#### 4. Services provided to LYSL

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- a) All direct expenses, including **but not limited to** labor, label and additional postage costs **for promotional materials** are to be incurred by the event organizer.
- b) **Event organizer will** ~~Any promotional materials will be forward~~ **any promotional materials for approved approval** by LSYL **at least 30 days prior to public distribution.**

#### 5. Benefits for the LYSL and its members

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- c) In return for endorsement, LYSL appreciates the requestor to provide the following:
  - i. Discount to all LYSL members for a minimum of ten (10) percent on event registration fees
  - ii. Free display of LYSL’s logo on the front page of relevant program brochures
  - iii. Free subscription/insert of LYSL promotional material into event documentation

#### 6. Endorsement Request

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- a) Proper written request such as letter or email for LYSL endorsement from requesting organization or individual with detailed terms and conditions of obligations from both the requester and LYSL should be submitted to:

Livermore Youth Soccer League  
Attn: President  
PO Box 881, Livermore, CA, 95441-0881

- b) Proof of event insurance and indemnification **shall be provided** to LYSL before final approval may be given.
- c) Endorsement procedures should be completed within forty-five (45) days upon receipt of proper written request from event organizer.
- d) **Only the LYSL President shall have the authority to enter into an endorsement agreement on behalf of LYSL and shall do so only with an approved motion of support by the LYSL Executive Board.**

#### 7. Others

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- a) For any other questions, please contact the ~~Director~~ **LYSL President** at ~~director~~ **president**@lysl.org or 925-461-7570.