Ashington Town FC – Player Sponsorship Policy

1. Purpose

Ashington Town FC is committed to making football accessible to all, regardless of financial circumstances. This policy outlines how the club can support players from low-income families through sponsorship or financial assistance towards subscription payments.

2. Eligibility

Support may be offered to players who meet the following criteria:

- Are identified by their parent/guardian or team coach as struggling to meet subscription costs.
- Have been recommended for assistance by a committee member.
- Have demonstrated commitment to the club through regular attendance and good conduct.
- Are willing to provide basic evidence of financial hardship upon request, such as proof of income-related benefits or other supporting documentation.

All applications will be treated confidentially. The club has a duty to ensure that sponsorship support is reserved for families genuinely in need, in fairness to those who pay full subscriptions.

3. Sponsorship Sources

Funding for player sponsorship may come from:

- Club fundraising initiatives.
- Local business sponsorships.
- Individual donations made directly to the club.
- The club's own discretion to forfeit subscription payments in cases of genuine hardship.

The club itself will sponsor a maximum of 3 players per season by waiving their subscription fees.
All sponsorships must be processed through the club treasurer and approved by the club committee.

4. Coach and Volunteer Restrictions

To ensure transparency and uphold safeguarding standards:

Coaches, team managers, or volunteers must not personally sponsor individual players.
This avoids any real or perceived conflict of interest, favouritism, or undue influence over players or families.
Coaches may, however, support fundraising or encourage businesses to contribute to the club's general sponsorship fund.

5. Application Process

Parent/guardian submits a request (verbally or in writing) to the club secretary or welfare officer.
The request is reviewed confidentially by a small subcommittee (e.g., Secretary, Treasurer, and Welfare Officer).
The committee may request basic supporting information if necessary.
A decision is made and communicated in writing to the parent/guardian.
Approved sponsorships will apply for one playing season only (August–July) and will need to be reviewed before the following season to confirm renewal or expiry.

6. Confidentiality and Data Protection

All information shared will be handled in accordance with data protection laws and used only for assessing eligibility for support.

7. Links to Other Policies

This policy should be read alongside:

Club Code of Conduct
Safeguarding and Welfare Policy
Equality, Diversity & Inclusion Policy

8. Review

This policy will be reviewed annually by the Club Committee or sooner if required by league or FA guidance.

9. Duration of Sponsorship

Player sponsorships are granted for one season at a time.

Continuation into a new season requires reassessment and approval by the committee.
The club reserves the right to withdraw or amend sponsorship if circumstances change.

10. Sign-off

This policy has been approved by:



Adam Millar

Club Secretary
On behalf of
Ashington Town FC Committee

14th October 2025