

ARFC AGE GRADE PLAYING KIT SPONSORSHIP

A step-by-step guide for Team Managers

We encourage our age-grade teams who want to have good-quality match kit and also want them to attract sponsors to pay for it. If you want that for your team, please follow this simple process.

This guide is about sponsored playing kit, not tour kit. It helps ensure that sponsorship and purchases are properly authorised and financially accountable, protecting the Club and its volunteers.

THE SIMPLE RULE: Get approval in principle → Cost the kit → Find sponsors & inform the Club → Club invoices and receives payment → Approve design → Order kit.

1. YOU HAVE AN IDEA FOR NEW PLAYING KIT

Work out what your age group needs — match shirts, shorts or both — roughly how many, whether existing kit can be reused, when it is needed and whether you know any potential sponsors.

2. GET APPROVAL IN PRINCIPLE

Email the Chairman of Youth Rugby (approval) and the Club Treasurer (finances). Copy the General Manager (kit and supplier) and the Sponsorship Coordinator (records sponsors across the Club). Give the team, kit required, likely cost, timescale and any potential sponsor.

Youth Chairman: youthchairman@aylesburyrfc.co.uk | Treasurer: richard.lawrance61@btinternet.com

General Manager: gm@aylesburyrfc.co.uk | Sponsorship: sponsorship@aylesburyrfc.co.uk

Approval in principle allows planning and seeking sponsors; it does not authorise a binding agreement or order.

3. UNDERSTAND THE COST AND THE 20% RULE

Ask the General Manager for a quotation from the approved playing-kit supplier (currently Samurai), including branding and delivery. When ready, the Club invoices kit sponsorship with VAT and reclaims input VAT on its kit purchases.

Example — a sponsor pays £1,200 including VAT

Sponsor pays the Club	£1,200
Less VAT on sponsorship (20%)	-£200
Sponsorship income excluding VAT	£1,000
Youth Section contribution (20%)	-£200
Available for playing kit, excluding VAT	£800

The Club can buy £800 of kit plus £160 VAT (supplier invoice £960), reclaiming the £160 VAT. The £200 contribution will be allocated to the Youth Section as a contribution towards the costs of administering and supporting Mini & Junior rugby. For good reason, the Club Chairman may vary or waive the 20% contribution before sponsorship is agreed; the Treasurer must record this. Confirm all planning figures with the Treasurer first.

4. THINK ABOUT SPONSORSHIP OPPORTUNITIES

One business could sponsor the whole kit, or several could support different positions: shirt front, upper and lower back, either sleeve and shorts. These are opportunities, not guaranteed positions.

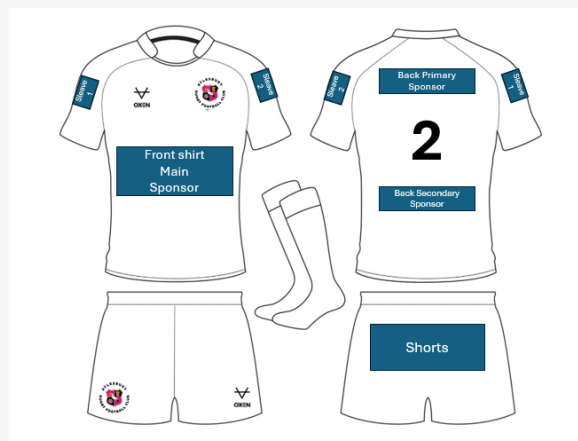


Illustration only. Sponsorship positions, artwork and design need Club approval and must meet applicable playing and competition rules. Numbers must be visible where required.

5. AGREE THE SPONSORSHIP – THE CLUB INVOICES

Sponsors and branding must suit the Club's values and existing commercial arrangements; advertising inappropriate for children, including alcohol, tobacco and gambling, is not permitted. If you didn't know who the proposed sponsor(s) was at the time of 'agreement in principle', tell the Chairman of Youth Rugby, Club Treasurer, General Manager and the Sponsorship Coordinator who the proposed sponsor(s) is/are. Include the sponsor's details, contribution, proposed branding position, kit supported, duration and any additional benefits.

Once all signed off, the Treasurer arranges the Club invoice, including VAT, and gives payment instructions. Sponsors pay the Club, not a manager, parent or supplier.

6. APPROVE THE DESIGN AND ORDER THE KIT

All kit designs, including tour kit, must be approved by the Chairman of Youth Rugby and comply with ARFC branding. Playing kit must be ordered through the approved supplier (currently Samurai) via the General Manager.

Before the order is placed, confirm that the sponsorship, final artwork, quantities, cost, funds and purchase have all been approved. Do not commit ARFC to expenditure before approval.

7. RECEIVE THE KIT AND THANK THE SPONSOR

Check the delivered kit, keep a record of what is issued and any spares, and thank the sponsor. Team photographs must follow safeguarding arrangements. All purchased kit remains ARFC property and should be cared for, returned or reused where appropriate.

IMPORTANT – DO NOT

- Raise invoices yourself or receive or hold Club/team sponsorship money.
- Use unofficial team bank accounts or payment facilities.
- Ask a sponsor to pay the kit supplier directly or settle an order already placed.
- Promise branding or commit ARFC to expenditure before approval.

EXISTING ARRANGEMENTS

Any existing team sponsorships, funds, bank accounts, payment facilities or direct-payment arrangements must be declared to the Treasurer and Chairman of Youth Rugby so they can be brought within approved Club arrangements.

THE SIMPLE RULE: Get approval in principle → Cost the kit → Find sponsors & inform the Club → Club invoices and receives payment → Approve design → Order kit.