



## Booster Club Fundraising & Donor Engagement Guidelines

The Campbell Spartans Athletic Association supports and values the work of individual Booster Clubs. The purpose of the Athletic Association is to address the critical need for **large-scale athletic facility improvements** that benefit the collective Campbell Spartans athletic program through a **long-term capital campaign**.

This capital campaign will be driven by **local and corporate businesses as well as individual donors**, with a strategic focus on **larger commitments over extended periods of time**. This approach allows partners to plan thoughtfully, commit at a higher level, and engage more meaningfully in the improvement of our facilities, while also reducing donor fatigue caused by repeated, short-term solicitation.

This policy establishes clear, collaborative guidelines for how the Athletic Association and individual Booster Clubs will engage donors and businesses to support Spartan Athletics. The intent is to reduce donor fatigue, protect local businesses, preserve Booster Club fundraising efforts, and enable sustainable, long-term investment in athletic facilities.

The Athletic Association serves as an **oversight and coordination body**, not a governing authority over individual Booster Clubs. Clear fundraising lanes ensure transparency, sustainability, and shared success.

These guidelines are for all Campbell Highschool Booster Clubs related to Athletics as well Jr. Spartan programs.

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### 1. Booster Club Fundraising Responsibilities

Booster Clubs remain responsible for fundraising to support **team-specific needs and seasonal operations**. Booster Clubs may retain financial support through the following approved methods:

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#### 1.1. Player Dues

Each Booster Club may establish player dues for their program. Dues are:

- Determined by the individual Booster Club

- Assessed per season
  - Paid by participating athletes or families
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## **1.2. Event-Based Fundraising**

Booster Clubs have autonomy to plan and execute fundraising events for their teams. Local businesses may participate **within the context of a fundraiser** in the following ways:

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### **1.2.a. Fundraiser Sponsorship**

Businesses may sponsor a specific fundraiser or portion of an event, including, but not limited to:

- Title sponsor
- Table sponsor
- Hole/team/raffle sponsorship (golf)
- Court sponsor (pickleball)
- Activity sponsor (kids' zone, DJ, photo booth)
- 100 innings (softball)
- Brick fundraiser
- Game sponsor
- Camp sponsor
- Publication Sponsor (Team Bulletin, Game Program)

*Recognition is limited to the event and does not extend beyond it. Signage that is created by the individual booster clubs for fundraising events can be used during the active season. Any signage must use Campbell Highschool approved branding and meet all guidelines set forth by Campbell High School and the GHSA.*

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### **1.2.b. Goods or Services for Fundraisers**

Businesses may donate goods or services such as:

- Raffle items
  - Silent auction items
  - Door prizes
  - Gift cards
  - Merchandise
  - Food or beverages
  - Equipment or supplies needed for the event
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### **1.2.c. Vendor Participation**

Businesses may participate as vendors at booster events by:

- Purchasing a vendor table or booth
  - Providing product samples
  - Hosting an activity or experience
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### **1.3. Percentage / Spirit Nights**

Businesses may participate in:

- Percentage-of-sales nights
  - Spirit nights
  - Giveback nights
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### **1.4. Team Meal & Hospitality Support**

Restaurants and food providers may support Booster Clubs by:

- Sponsoring team meals
- Providing food for events
- Offering discounts or meal credits

These Sponsors should be recognized. Signage is permitted for these sponsors. This signage should use approved Logos, Fonts, and colors that are in Campbells Brand Marketing Packets. This signage should be removed at the conclusion of the active season.

*Meal sponsorships are intended to offset team expenses rather than function as cash donations.*

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### **1.5. Businesses outside of Smyrna**

- Small business donations outside of the Smyrna community are not managed by the SAA as long as they are not conflicting or redundant with SAA investments.
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## 2. Program-Specific Partner Donations (Individual Donors & Businesses)

A **Program-Specific Partner Donation** is a **purpose-specific contribution** made by an individual or business to support a **clearly identified, sport-specific need** within a single athletic program. These donations are limited in scope and tied to **defined deliverables**, not general program funding.

Program-Specific Partner Donations may include, but are not limited to:

- Sponsorship of practice uniforms with logo placement
- Sponsorship of warm-up or training gear
- Sponsorship of sport-specific equipment
- Sponsorship of sport-specific CCSD facility modifications do not fall under the role of the SAA.
- All Program-Specific Partner Donations must:
  - Be tied to a specific item or purpose
  - Include defined sponsorship recognition, when applicable
  - Follow school branding and logo guidelines

There is **no mechanism** for individuals or businesses to make **unrestricted or general monetary donations directly to a Booster Club** outside of these defined sponsorship categories.

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## 3. Threshold for Oversight & Alignment

Any Program-Restricted Partner Donation of **\$5,000 or more** requires notification to the **Spartan Athletic Association** prior to acceptance. This will be done through your Spartan Athletic Association Booster Representative.

For donations at or above this threshold:

- Donor intent must be documented
- Recognition and branding must be reviewed for alignment across all athletic programs
- A tailored donor package will be created to ensure:
  - Consistent recognition standards
  - Equity across programs
  - Protection of long-term sponsorship value

When a Program-Restricted Partner Donation is received, the Athletic Director and the SAA should be notified. An online form will be available for submitting. This ensures that the donation is used appropriately.

Funds shall benefit the intended program; however, **recognition of donors will be coordinated**, not independently determined.

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## 4. Important Clarifications

Program-Specific Partner Donations:

- Are not pooled or collective fundraising
- Do not create automatic signage, advertising, or naming rights
- Do not apply to shared athletic spaces without Athletic Association coordination
- Facility upgrades that are done to non CCSD facilities do not fall under the purview of the SAA.

Any donation not tied to a defined sponsorship item, or exceeding the established threshold, is directed through the **Athletic Association** for appropriate oversight.

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## 5. Seasonal Reporting & Coordination

To ensure cohesion and coordination across all Booster Clubs and the Athletic Association:

- Each Booster Club will submit a **seasonal sponsorship summary** 2 times a year **before and after each active sports season**.
  - Reports are submitted to the Spartan Athletic Association for review by the Booster Directors and the Treasurer of the Athletic Association.
  - This information is used to prevent over-solicitation and allow donors and businesses to opt into or decline participation in the capital campaign according to their preference.
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