

# Grandview Baseball and Softball Association (GBSA) Sponsorship Policy

## Grandview Baseball and Softball Association (GBSA)

1/28/2026

### I. Purpose and Philosophy

The purpose of this policy is to provide a clear framework for soliciting, accepting, and maintaining corporate and organizational sponsorships to ensure alignment with the mission and values of **Grandview Baseball and Softball Association (GBSA)** (the "Organization"). The Organization is dedicated to promoting positive youth development, sportsmanship, and community involvement.

Acceptance of a sponsorship does not imply endorsement of the sponsor's specific non-business activities, political platforms, or religious beliefs. All sponsorships must primarily serve the betterment of the children and families we serve.

### II. Exclusionary Criteria

The Organization will **not** accept sponsorships, donations, or partnerships from organizations that fall under the following categories:

#### A. Religious and Partisan Entities

Organizations whose **primary mission** is to promote or proselytize a specific religious doctrine, political ideology, candidate, or partisan cause.

- *Examples:* Churches, religious organizations (where the organization itself is the sponsor), political action committees (PACs), political campaigns, organized protest groups, and partisan lobbying firms.

#### B. Adult or Controversial Industries

Businesses or products deemed inappropriate for a youth audience or associated with high-risk behaviors, including:

1. Tobacco, vaping products, or cannabis products.
2. Gambling, casinos, online betting, or sports betting operations.

3. Adult entertainment or sexually explicit content/services.
4. Lending institutions with predatory practices (e.g., payday loans).
5. Organizations that advocate for hate speech or violence.

### **C. Reputational Risk**

Organizations or individuals currently subject to:

1. Significant, ongoing public controversy, high-profile legal action, or criminal investigation that could damage the Organization's reputation.
2. A documented history of promoting discrimination based on protected characteristics (e.g., race, gender, sexual orientation, disability, or national origin).

**Note:** The Organization may accept sponsorships from a local business owned by an individual who holds personal religious or political beliefs, provided the business itself does not violate any of the criteria in this section.

## **III. Review and Approval Process**

### **A. Designated Authority**

All potential sponsorships must be reviewed and approved by the **Sponsorship Committee** and/or the Board President. No sponsorship agreement is final until granted by the Designated Authority.

### **B. Due Diligence Steps**

The Designated Authority shall use the following steps to evaluate all potential sponsors before acceptance:

1. **Compliance Check:** Verify that the sponsor does not appear on the Exclusionary Criteria list (Section II).
2. **Branding Review:** Review all proposed sponsorship materials (signage, printed ads, digital content) to ensure the language and visuals are family-friendly and do not imply endorsement of inappropriate activities.
3. **Reputation Assessment:** Conduct a brief public search (e.g., news/web search) to ensure there is no immediate or recent high-level public controversy or pending action associated with the sponsor.

#### **IV. Right to Terminate**

The Organization reserves the right to immediately terminate any sponsorship agreement, remove any and all signage or materials, and retain any prepaid sponsorship funds if the Organization determines, **in its sole discretion**, that the sponsor has engaged in conduct or activities that violate this policy or bring public disrepute or embarrassment to the Organization or its participants.