**England Walking Football – Individual Player Sponsorship Policy**

**Purpose**

England Walking Football recognises that players currently self-fund all expenses, including travel, accommodation, and equipment. To help offset these costs, players may seek individual sponsorship, if it aligns with the integrity, image, and brand of England Walking Football.

1. **Sponsorship Opportunities**

Players may secure sponsorship to cover personal costs (e.g., travel, accommodation, kit, training fees). - Sponsorship is individual and applies only to the sponsored player, not the wider team.

1. **Kit & Branding**

The official England Walking Football kit design must not be altered.

To maintain a consistent national identity:

• No alterations to the front of the shirt (reserved for team/national branding).

• A small sponsor logo may be permitted in a designated area (e.g., sleeve, shorts, or training wear), subject to approval.

• Sponsor logos must not exceed agreed size (e.g., max 8cm x 8cm).

1. **Approval Process**

All sponsorship arrangements must be declared in writing to the management team.

The England Walking Football Committee reserves the right to refuse any sponsorship that conflicts with:

• National team values or reputation

• Existing or future team/national sponsors

• Inappropriate industries (e.g., alcohol, betting, political, tobacco, or anything contrary to health and wellbeing).

1. **Use of Name & Image**

Individual sponsors cannot market themselves as “Official England Walking Football Sponsors”.

Phrasing such as “Proud to support [Player Name], England Walking Football” is permitted.

Use of team logos, badges, or photography must be pre-approved.

1. **Oversight**

Any breaches of this policy may result in the withdrawal of approval for sponsorship arrangements.

*EWF committee*

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