

Market Expansion Policy

The WPL fundamentally believes in open markets and open competition. Open markets and direct competition create innovation and consumer choice that is healthy for the sport.

While it is true that most clubs have no legal or contractual right to the territory they serve, it is also true that traditional club boundaries have generally been respected by most WPL clubs.

The league has drawn up a policy aimed to guide clubs on the steps required for market expansion or new growth beyond traditional borders. If any club wants to expand their traditional market, they will be required to follow the Market Expansion Policy.

Bottom line: clubs can operate in any market or geographical area of Washington state as long as they notify the league and future competitors (see below).

The league has the authority to set its own rules on league matters, including the question of market expansion outside traditional boundaries. If clubs agree to play in the WPL, they agree to follow all its rules and regulations, as spelled out in the WPL [Ethics Policy](#):

"Membership in any Washington Premier League, or other WPL competitions, is considered to be an automatic acceptance of its rules, policies and procedures. Membership is defined as players, teams and clubs agreeing to play in WPL-run leagues, events or tournaments."

The league has updated this policy, as of Oct.1, 2023, to reflect support for open markets while also seeking a transparent process for all clubs to follow.

Rules of Play

Section 1

- 1.1 Submit Market Expansion proposal to League Director that details plan to enter new market or region in Washington state.
- 1.2 The proposal must be sent as a PDF attachment.
- 1.3 Clubs must submit a non-refundable deposit of \$500 with the proposal to activate the process.
- 1.4 Clubs shall make their plans to enter new market for the next fall season.
- 1.5 The league will make final determination no later than 60 days following receipt of the application.
- 1.6 Club entering new market must present a business plan to the league and agree to a meeting with league and the competing clubs.
- 1.7 If the club entering new market does not notify the league, pay the deposit and share its expansion plan, the league will deny teams entry into the WPL.