



MTMHA Individual Team Sponsorship Program

Policy and Procedure

Sponsorship Definition: an arrangement under which a company helps fund a radio or television program, a convention or other event, or a charitable organization in return for an opportunity to advertise:

1.INTRODUCTION

Participation in minor hockey does present some extra costs from time to time, such as additional ice time, team apparel, tournaments etc.

The sponsorship program has been developed to assist all teams within the organization by creating a standard policy and procedure for team sponsorships in alignment with the MTMHA constitution and values.

The MTMHA wants to work with our members and teams to help in an organized, aligned approach. This means that teams will be allowed to solicit sponsorships, if they so choose, but must follow the program policy and procedures as per this program document. In deciding this, the MTMHA has adopted a Sponsorship Program which provides direction and guidelines which must be followed for all sponsorship activities. When making sponsorship requests, members are reminded that they are representing the Mooretown Minor Hockey Association (MTMHA) and must project a positive image of the MTMHA and themselves. The public image of the MTMHA membership conduct and

appearance must always be above reproach. This program has been introduced in good faith and it is imperative that the procedures are followed, and communication is open and honest for the program to continue, and to be successful.

2.PROCEDURES

a. All sponsorship initiatives and corporate candidates must be submitted to the

Director of Sponsorship and approved by the MTMHA board members, prior to any

requests being communicated to all businesses / corporations.



The sponsorship applications will be reviewed by the MTMHA board of directors including the Director of Sponsorship and compared to all MTMHA team requests in order to ensure that the businesses / corporations considered align with the values and ethics of MTMHA, OMHA, and Hockey Canada guidelines and regulations. This will also help to eliminate multiple requests for funds from the same businesses / corporations.

b. No teams in the MTMHA will be granted permission to accept a sponsorship from any businesses or corporations involving the advertisement of Alcohol, Tobacco, or Cannabis.

c. Businesses / Corporations will be approved as acceptable candidates as determined by MTMHA board of directors in its sole discretion. Approval must be granted prior to any formal or informal requests directly with the business / corporation.

d. If the same businesses / corporations are requested by multiple teams, MTMHA and its board of directors in its sole discretion, will decide which team is approved to approach the business/corporation and request a sponsorship. This will be based on several factors, including, but not limited to:

- the number of sponsor candidates for each team
- level of direct relationship between the team and the business / corporation,
- feedback from the requesting teams, and feedback from the business / corporation in question.

e. Teams will not be permitted to solicit businesses / corporations that have already committed to supporting MTMHA through sponsorship of the overall organization, unless special approval is granted by the MTMHA board of directors.

f. Team management is responsible for ensuring that-MTMHA guidelines, policies, procedures and all Federal, Provincial and Municipal regulations and laws/ bylaws are followed and adhered to. Disregard to ensuring the program are not followed as stated will result in disciplinary actions.

g. All teams and MTMHA members that take part in the Sponsorship Program must provide a signed copy of the policy and procedures indicating their understanding of the program, policies, procedures and the resulting disciplinary action for non-compliance and provide financial statement to the MTMHA Treasurer on a monthly basis for the duration of the season.

h. When funds are collected from a sponsorship, all forms of payment (e-transfers,



cheques, cash, etc.) are to be made payable to MTMHA. Any team receiving Sponsorships totalling over \$6,501.00 must report it to the MTMHA board of directors. MTMHA will apply the contribution to the team's balance first. If team balance is fully paid, payment will be made back to the team to be used towards allowable expenditures.

i. All additional jerseys (practice or specialty) cannot have a donor or sponsor other than the team's primary Jersey Sponsor. All Additional Jerseys must be approved by the MTMHA board and purchased through MTMHA Director of Resources.

j. No sponsors names or logos are to be on any team apparel, unless otherwise approved by MTMHA board of directors.

k. Programs cannot include any underlying corporate sponsors that will circumvent the Sponsorship Policy.

TEAM BANNER REQUIRMENT

a. All team sponsorship banners will have a uniform look throughout the organization.

These banners will be purchased, at the sole cost of the team, through MTMHA in order to achieve the uniform look and ensure the correct sizing and placement of sponsor logos.

b. All banners must be free standing. No banner shall be fixed permanently or temporarily to walls, rink glass or windows. All banners must be displayed in areas that will not interfere with safety of players or patrons and must not interfere with other association banners already displayed during the same events.

c. Banners must not contain Copyright or Trademarked images unless express authorization (in writing and submitted to MTMHA) is provided by the image owner. Team Sponsorship banners will predominantly include MTMHA logo, the Title Team Sponsor / Jersey Sponsor name and/or high-quality logo, indicating their sponsorship of the team.

d. Banners shall be displayed at all home games, as a minimum to show gratitude to



the sponsors for supporting MTMHA and our teams.

SPONSOR ACKNOWLEDGEMENTS

a. It is each team's responsibility to fulfill the sponsor acknowledgements outlined in the Team Sponsorship Program Package, at the team's sole cost. This includes, but is not limited to Thank you letters, Team Pictures, Announcements and overview within the team's INTERNAL communications media.

SUMMARY

Any MTMHA team taking part in the Team Sponsorship Program activity must ensure that they abide by this policy and the outlined procedures. MTMHA board of directors will monitor all team related sponsorship activities on a regular basis and if any sponsorship activity is found to be in breach of this policy/procedure, then that sponsorship will cease immediately, and all funds collected from the inconsistent event/sponsorship will go directly to MTMHA, with the possibility all funding will be returned to the sponsor at the MTMHA board of directors discretion, and not be allocated to the team.

Any team receiving Sponsorships totalling under \$6,500.00 is eligible to keep 100% of the Sponsorship funding given. This funding must be used in accordance with any stipulations set out by the corporate donor. If no directive is provided by the donor, this funding can be used to off set the expenses associated with a regular hockey season including tournaments additional ice time, third jerseys, etc. but must be split equally per player when off setting team fees. The funds can not be used to supplement the financial needs of individual families. If there are funds left at the end of the ~~year~~ season in the team account, the sponsorship money will be considered spent first and the remaining balance will be considered left over team fees and can be returned to the players families. If the entire team fee is returned at the end of the season, and there is still sponsorship money left over, it shall be donated to MTMHA for the greater good of the organization. Sponsorship money cannot be returned to players at the end of the year. Any team receiving Sponsorships totalling over \$6,501.00 must report it to the MTMHA board for approval. Any team receiving total funds over \$6,501.00 must be approved by the MTMHA board to determine the amount over \$6,500 that the team is allowed to keep. These funds are in addition to team fees and fundraising and will be dealt with as such. The percentage of sponsorship funds, ~~in excess~~ more than ~~of~~ \$6,500, that the team is allowed to keep will be the sole decision of the MTMHA board of directors. This will be based on several factors, including, but not limited to; legitimate team expenses (tournaments, team building experiences, team events, additional ice requirements, etc.) compared to available team funds. The percentage of sponsorship



funds, more than \$6,500, that the team will be allowed to keep will be between 50% and 100% depending on the outcome of the review. It is extremely important that all teams and members display integrity for this program to be successful. There must not be any hidden funds or sponsors generated by circumventing the policy and procedures. If any team or member attempts to circumvent, manipulate or disregard the policy the actions will be immediately reviewed by the MTMHA board and disciplinary action will be taken. This may result in all sponsorship funds collected in violation of the policy being retained by MTMHA, or the coach and manager being immediately removed from the team.

MTMHA and its board of directors has the right to review and/amend this policy at any time using the current board approval system.

In the event of a discrepancy, a complaint and/or any other matter ~~they~~ it must be brought

forward to MTMHA, through the MTMHA formal complaint process on our website under the Risk Management Heading. Once MTMHA and its board of directors' decisions have been made they will be considered final, and the case will be considered closed. Appeals can be filled with the director of Risk Management and the complaint will be heard by a 3rd party advisory committee after this process the complainant can follow the OMHA appeal process.

By signing this document ~~below~~, you acknowledge that you have received, read and understand the-MTMHA Sponsorship Policy and Procedure.

Team:

Head Coach:

Print

Signature

Team

Manager:

Print

Signature