



Mooretown Minor Hockey Association
1166 Emily Street,
Mooretown, ON
N0N 1M0



MOORETOWN MINOR HOCKEY ASSOCIATION

Fundraising, Sponsorship, and Corporate Donation Policy

UPDATED Nov 4, 2022



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1. INTRODUCTION

Participation in minor hockey may present some extra costs from time to time, such as ice time, team apparel, tournaments etc. To ease the financial burden for parents, the MTMHA has decided that teams will be allowed to fundraise if they so choose. In deciding this the MTMHA has adopted this Fundraising Policy which provides direction and guidelines on fundraising and fundraising activities. When raising funds, members are reminded that they are representing the Mooretown Minor Hockey Association (MTMHA) and must project a positive image of the MTMHA. AT ALLTIMES, THE PUBLIC IMAGE OF THE MTMHA MEMBERSHIP CONDUCT AND APPEARANCE MUST BE ABOVE REPROACH. All fundraising activities must adhere to the guidelines set forth in the Fundraising Policy.

2. Procedures

- a. All Fundraising activities and initiatives must be initially approved by a group of three MTMHA Executive Board members, including the division Convenor of the team conducting the fundraising activity. This will be facilitated via the MTMHA Team Fundraising Application that is attached to this Policy. The applications must be brought before the board for approval prior to the Team's parent meeting, and after the team has been picked.
- b. No teams in the MTMHA will be allowed to hold raffles, draws, dances, etc., or hold any fundraising activity that falls under the MTMHA Lottery License without the expressed written permission of the executive.** Programs cannot include sales of, or prizes involving Alcohol, Tobacco, or Cannabis. And Or, any sort of Gift Card/Credit involving Alcohol, Tobacco, or Cannabis.
- c. Direct public support can be requested through activities such as candy sales, barbecues, etc., provided that they are in good taste as determined by MTMHA in its sole discretion.
- d. All fundraising programs must be well supervised and controlled by the coaching staff or designated team parents.
- e. Fundraising programs must operate within the boundaries of MTMHA's Constitution, Policies & Bylaws.
- f. Prior to completing the MTMHA Team Fundraising Application, all plans for team fundraising must be discussed and approved by a simple majority of the parents/guardians of member players at a team meeting. The Divisional convenor must then be advised of the event or project and dates prior to commencement.
- g. Team management is responsible for ensuring that Association guidelines and Municipal bylaws are followed.



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- h. Any team undertaking a fundraising activity must provide a financial statement to the MTMHA Treasurer within one (1) week of the completion of each activity.
- i. Fundraising for a MTMHA team cannot be forced upon a team members family, if that fundraiser is going to cause financial hardship.
- j. No team fundraising activities will occur without direct involvement and endorsement from the coaching staff.
- k. When funds are collected from a sponsorship, the forwarding of said funds must be made directly to the MTMHA. When funds are donated from someone or a company in the form of a cheque the cheque must be made payable to MTMHA. No cheques shall be written directly to a team or individual person representing a team. MTMHA will apply the contribution to the team's balance first. If fully paid, payment will be made back to the team to be used towards allowable expenditures. If fundraising revenues are the result of an activity under the lottery license the same condition will apply.
- l. Additional Jersey's (practice or Specialty) cannot have a donor or sponsor other than the primary Jersey Sponsor. All Additional Jerseys must be approved by the board.
- m. Programs must be Capped at 1 per Season**
- n. No sponsors on any team apparel
- o. Programs cannot include any underlying corporate sponsors that will circumvent the "Corporate Donations Policy"

3. TEAM BANNER REQUIREMENT

- a. All teams must refrain from soliciting any and all organizations supporting MTMHA through jersey sponsorship for the current season. A list of league sponsors is available on the MTMHA website. Team sponsors must not be solicited for additional funding in support banner activities.
- 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.



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- c. All banners must be of high quality and professionally printed. Banners must not contain Copyright or Trademarked images unless express authorization (in writing) is provided by the image owner.

Team Sponsor

All banners must predominately include the jersey sponsors name / high quality logo at the top or bottom of the banner indicating their sponsorship of the team.

Examples:

- ☑Special Thanks to Team Sponsor ACME Construction
- ☑Proudly Sponsored by ACME Drywall

MTMHA Logo All banners must predominately include the MTMHA Logo in a high quality format see subsection: **Sizes Banner & Artwork** for more details. The MTMHA logo must not be altered in any way.

Contributors Logos

Contributing organizations must not be listed as team sponsors. They must be listed as a team "Supporter" or "Contributor."

Acceptable Examples:

- ☑Special Thanks to Our Valued Supporters
- ☑Made possible by Our Supporters

The Team Representative is responsible for the collection of all artwork and banner creation. The MTMHA is not responsible for any issues that arise from any controversy with artwork, logos etc. this is a team responsibility.

Sizes Banner & Artwork

Maximum Banner Size: **35" X 80" / 89cm X 203cm**

Minimum MTMHA Logo Size: **5" X 5" / 13cm X 13cm**

Primary Sponsor Recognition: 100% of banner width with a minimum height of 4" / 10cm(top or bottom) The MTMHA reserves the right to review all final designs prior to printing to ensure compliance with this policy.

The head coach or manager will receive written notification of all Banner displays deemed not to be in compliance with these requirements and be given the opportunity to rectify identified issue(s) within 7 days of notice. Where the issues are not addressed all public display of the banners will be stopped until board review.

4.SUMMARY

Any MTMHA member undertaking any fundraising activity must ensure that they abide by this policy. MTMHA Exec will monitor all fundraising activities and events on a regular basis and if any fundraising activity is found to be in breach of this policy, then that particular activity will be ceased immediately. Depending on the nature of the activity, the person/people responsible for that activity may be precluded from holding a fundraising activity or event for the next hockey season.

Special Notes

MTMHA Suppliers have the appropriate LOGO files for printing:



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Insurance

You are not covered by any Hockey Canada Insurance for your fundraising event.

5. Corporate Donations

Any solicitation of funds from a corporate donor by a MTMHA member must only be from their place of employment. All members are expected to express interest in approaching their employer to the Director of Sponsorship before making any requests to their employer.

Any member of MTMHA is not to solicit donations from any corporation other than his/her employer.

Any team receiving a corporate donation must report it on their team budget and state what it was used for.

Any team receiving a corporate donation under \$1001.00 is eligible to keep 100% of the 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 offset the expenses associated with a regular hockey season including tournaments etc. but must be split equally per player when offsetting 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 in the team account, the donation money will be considered spent first and the remaining balance will be considered left over team fees and can be returned to the players. If the entire team fee is returned at the end of the season, and there is still donation money left over, it must be spent equally on each player on the team. Donation money cannot be returned to players at the end of the year. The money can be spent on swag etc., unless the donor has stipulated what it can be spent on.

Any team receiving a corporate donation over \$1001.00 must report it to the VP of Finance for approval. Any team receiving a donation over \$1001.00 must be approved by MTMHA Finance Committee to determine the amount that the team is allowed to keep.



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MTMHA TEAM FUNDRAISING APPLICATION

TEAM NAME: _____

CONTACT PERSON: NAME & POSITION _____

E-MAIL _____

PHONE _____

PURPOSE OF FUNDRAISER: _____

NATURE OF THE ACTIVITY OR EVENT:

FINANCIAL OBJECTIVE OF FUNDRAISER: \$ _____

DURATION OF FUNDRAISING INITIATIVE: _____

I/We hereby certify that I/We have read the Fundraising Policy and I/We agree to be bound by its conditions Signed for and on behalf of fundraising committee:

Signature: _____

Date Submitted: _____

MTMHA USE ONLY MTMHA Received: Date _____

Does Fundraising activity or event satisfy Policy guidelines? Yes _____ NO _____ Application

Approved: Yes _____ NO _____

MTMHA President: Signature _____

Date _____