

**Chilliwack Minor Hockey Association**

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**Sponsorship Report 2018/2019**

I would like to thank the board of directors for providing me the opportunity to be appointed into this position this year. Today at this 2019 AGM I want to inform everyone the complications this position provided to explain the lack of sponsorship this season. Going into my first year of sponsorship for Chilliwack Minor Hockey Association I was put in the position of rebuilding relationships with businesses. I had no previous paperwork, contracts or contacts to build from except an outstanding amount from 2017-2018 of the Chiefs Association for $5000. There were some companies who had reached out/I called them because they sponsored the previous year. The association that owed CMHA was being handled by our President. They were on a 2 year contract most companies so they came back to move forward with us for another season. Many of the previous businesses that sponsored were provided promises that did not happen. Businesses were being told that the funds would be going to certain teams, which was incorrect; as we know it goes to the development all the children are offered in the season as well the starting costs of their name bars and a jersey for them as a new sponsor. When a business sponsors a team, they will have a first year contract and then a reduced rate for the 2nd year and forward as the name bars only need to be purchased the first time. We only had one new business this year to sponsor a team. In efforts to amend previous relationships with the businesses who felt flawed I have delivered framed photos to those companies that sponsored a team this year, as well as a thank you card attached. Last season the association was with LAGA for purchasing the name bars and we found that we had many complications with name bar ordering taking too long and then teams having to scramble to have them added. We will be working with Sapphire going forward as they provided us a better price with names bars and putting them on the jerseys properly as well they are interested in being a sponsor. For these next few months I have my documents and letters ready to go and I will be contacting previous businesses to see if they want to continue to sponsor and connecting with new businesses for the 2019/2020 hockey season. As we go into the next season, for teams that have sponsorship name bars, it would be nice to have those teams reaching out to their sponsors to let them know the name of their team and invite them to come out for practices and games as some sponsors have stated they would like to be part of purchasing different merchandise for the teams as well as a bonus on the sponsorship’s to the association. This allows the teams to then update their sponsors on how they are doing and including them more in the association. Thank you everyone for you dedication and continued support to your association.

***Charmaine Surman***

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