



SPONSORSHIPS

Ringette teams and individual players must continually seek alternative methods of offsetting the cost of participating in the sport of Ringette. Although registrations fees pay for the basics of the sport (a finite amount of ice time, some equipment, payment of referees, administrative costs, association team jerseys, league fees), there are additional expenses normally covered by the 'Team Fee' collected from each player. Team fees go towards the cost of additional practice ice, tournament registration fees, off-ice training costs, social events and other necessary expenses. Sponsorships for individual players (monies dedicated to offsetting the team fees of a specific player) or for entire teams (monies dedicated to offsetting the team fees of all players on the team) provide companies a wonderful opportunity to contribute to the development of young athletes. In addition, depending on the sponsorship package selected, a company will be entitled to various recognitions. These recognitions are designed to promote businesses through 'advertising' directly focused on amateur sport. These incentives are meant to help attract business dollars by clearly telling players, parents and spectators that the business is committed to the youth of Clarence-Rockland and surrounding areas.

Sponsorship Letter:

Most businesses will request a letter from the Association, signed by the President, which verifies the money being requested is directly linked to an amateur sport. On the website you will find a 'CRRA Sponsorship Letter' that can be personalized and dated. Use this letter in conjunction with the 'CRRA Sponsorship Packages' (also found on the website), when approaching potential sponsors. As noted in the 'Sponsorship Letter', all cheques are to be made out to Clarence Rockland Ringette Association (or just CRRA). The cheque can be given directly to the team who, in turn, will submit the cheque to the CRRA Treasurer.

Sponsorship Packages:

This chart describes the different packages (Player or Team) available and what recognitions a company will receive based on the amount of the sponsorship. The 'CRRA Sponsorship Packages' chart will help a business determine which package is best for them.



Team & Player Sponsorship Form:

Once a cheque (made out to CRRA) is received by a team, the 'CRRA Sponsorship Form' must be completed and sent to the CRRA Treasurer, along with the cheque, attention 'Sponsorships'. This form is found on the website. Without this form, there is no way for the Association to track the sponsorship and ensure that all recognitions are given to the sponsor, including their tax receipt. The Association will issue a tax receipt, mailed directly to the sponsor, in January. The Association will ensure that all sponsors are listed on the Tournament Banner, are recognized at the CRRA Yearend Banquet and listed on the CRRA Website (if applicable). Teams are responsible for ensuring that sponsor's names are put on the jerseys (in accordance with the specific donor package) and that the sponsor is given a team photo (if applicable).

Player Sponsorships:

Player Sponsorships collected for a specific player should not exceed the team fees for that player. Player Sponsorship money collected in excess of the team fees will go into the general team account. In the case of Player Sponsorships, CRRA will cover the cost of producing and sewing the sponsor name on player(s) jerseys (\$250 sponsorship minimum). Send the invoice to CRRA for reimbursement.

Team Sponsorships:

If the sponsorship is for a Team, the team will cover the cost of all eligible sponsor name tags and team photos.

Parent Owned Businesses:

A parent who owns, or is a partner in, a business and who attempts to 'sponsor' their own child from a company account may find, if audited, that this is NOT an allowable business expense. Further, the Canada Revenue Agency may choose to reallocate this 'sponsorship' to the parent as a taxable benefit. Consequently, CRRA will not issue a tax receipt to a business/parent who attempts to sponsor their own child.

* Note: Reciprocal Player Sponsorships; "My business will sponsor your child and your business will sponsor my child and we'll both get a tax receipt", will NOT be honoured as a true sponsorship and a tax receipt will NOT be issued. Although a parent owned business may not 'sponsor' their own child through a Player sponsorship, they are encouraged to consider a Team sponsorship where all the players benefit, including their own.



Team Account Surplus:

In the event that there is money left over in the team account at the end of the season, it is normally offered back to each family. Money to be refunded from the team account back to each family cannot be more than what each paid into the team account as it is assumed that the excess money was fundraised or is sponsorship money (for which a tax receipt was issued to the sponsor) and does not belong to the families. This excess money is to be given over to the Association for deposit into the association account.