



FUNDRAISING AND SPONSORSHIP

STATEMENT OF PURPOSE

The following policy provides guidelines for teams wishing to supplement team fees with income through fundraising or sponsorship.

Fundraising or sponsorship funds can be put towards non-allowable team budget expenses which include:

- Off-ice team clothing items
- Third party team training
- Miscellaneous expenses

FUNDRAISING

All SGHA teams are required to offer fundraising opportunities to their families to offset the costs of playing hockey.

- A fundraiser is any activity where money is raised for the team.
- Any team-building activity where money is raised for the team is considered a fundraiser e.g., bottle drives, bracelet sales, etc.
- Team fundraisers must be outlined in the team budget and receive parental approval.
- Additional fundraising opportunities may be offered upon consultation with the Vice President.
- Passive fundraising such as through fundraising apps (e.g., FlipGive) may be considered as an additional way to raise funds and are not counted as part of the approved fundraisers outlined in the team's budget.

Association Fundraisers

The Association through a board committee will coordinate at least one fundraiser during the season. Teams must support these activities though:

- Ticket sales
- Contributing silent auction items, when applicable
- Selling Association fundraising products etc.

Association fundraising may also include community activities such as bottle drives.

SPONSORSHIP

Sponsorship occurs when a team receives money from an individual or business in return for recognition. A sponsor may provide money at the team level or to the association.



Association Sponsor

An Association Sponsor may be a corporation, organization or individual that provides funding for the 'Association'. Monies raised through Association sponsorship shall be used to offset costs. (i.e.: website, office space, banquet, development, etc.).

Association sponsorships will be obtained through the efforts of the Fundraising and Sponsorship Coordinators.

Association fundraising will be targeted to address operating shortfalls or specific items (e.g. equipment, development ice). The Association shall maintain a reasonable operating fund balance in its bank account. Surplus funds will be carried over for the following season.

Team Sponsors

A Team Sponsor may be a corporation, organization or individual that provides funding for a 'Team'. Monies raised through team sponsorship shall effectively be distributed equally amongst each team player.

Teams may receive funds from an individual or business and be recognized for their contribution. Sponsorship recognition may be through an official SGHA letter of thanks, a name bar on player jerseys, recognition on the team's webpage, a team plaque, or on a banner which can be displayed at games.

Other methods of recognition may be considered with permission from the Vice President.

SGHA will provide tax receipts for team sponsors upon request and approval by the Vice President.

Sponsors may elect to provide teams with a branded item distributed to all players on the team in lieu or in addition to recognition. Branded items may include water bottles, practice jerseys, etc. and must be distributed to all players.

It is the responsibility of the individual teams to recognize their sponsors in accordance with this policy.

For questions on how to provide sponsorship at the association level, please contact the Vice President.

General considerations and guidelines

- Funds raised through fundraisers or sponsorship should be used for items that benefit the whole association
- Distribution of funds must be discussed as part of the budget meeting early in the season. Significant changes must be agreed to by vote by all parents/guardians.
- Fundraising events should be proposed at the beginning of the season and agreed to by a minimum of 80% of the team's parents/guardians and approved through the team budget.

Teams looking for ideas on fundraising events should contact their competitive and house league convenors.



Individual Sponsor

An Individual Sponsor may be a corporation, organization or individual that provides funding for an “Individual” player and is often sought to defray individual costs of playing hockey and would be outside of fundraising agreed to by a team.

For Individual Sponsorships 50% of all sponsorship funds shall be credited to the player as their personal contribution, up to the amount of their budgeted team fee, with the remaining amount credited to the team’s account.

All sponsors must have this sponsorship policy clearly communicated to them in advance so that they understand where their sponsorship dollars are being allocated. Cheques from sponsors are to be made payable to the team, not to SGHA.

The 50% portion that goes to the family that is bringing in the sponsor is OPTIONAL. There are cases where the sponsor will only provide the funds if 100% goes to the team. There are also cases where the family may not want to keep their 50%, or it could be a family member or business that is providing the sponsorship and keeping 50% doesn’t make sense. Thus the 50-50 is optional.

Cheques are made payable to the team for the full amount of the sponsorship. Example if a player secures a \$500 sponsorship and team fees are \$800, the player would give the \$500 cheque from the sponsor to the team and the player would now owe \$550 in team fees.

This is for sponsorship only, this policy does not apply to fundraising.