



## EOGHA Policy Directive

### Sponsorship Directive

1. The East Ottawa (EO) Girls Hockey Association is a non-profit minor hockey organization that is dedicated to the athletic and personal development of young female athletes. Thus, all members are encouraged to actively pursue sponsorships on behalf of their daughter's team.
2. Team sponsorships will help offset team costs. Teams are not limited to the number of sponsorships they can seek, however there will be limited approved space available for sponsorship visibility purposes.
  - a. Funds are to be used towards offsetting team expenses such as purchase of additional ice, team uniforms, tournament fees, exhibition game fee, provincial championships, etc.
  - b. Funds should not be used for items such as team banquets, volunteer gifts, hotels, etc.
3. Individual Player Sponsorships:
  - a. Sponsorship Permissions: Players are permitted to secure individual sponsorships.
  - b. Recognition Restrictions: Individual sponsors will not be acknowledged by the team through any official channels, including but not limited to:
    - i. Team jerseys or apparel
    - ii. Team website or digital platforms
    - iii. Team-managed social media accounts or posts
  - c. Usage of Sponsorship Funds: Sponsorship funds from individual sponsors may not be applied to offset player registration fees.
  - d. Refer to the Association Policy regarding individual sponsorships exceeding team fees.
4. In regards to team jersey's, teams are permitted to have one patch (no bigger than 4'x4') on the front of their jersey in the upper right-hand corner (upper left must be left blank for ease of identifying the "C" and "A"). No further advertisement is permitted on the jerseys without permission from the EO Board of Directors.



5. It must be noted that the organization is representing players under the age of majority and therefore teams/players are not permitted to be sponsored by agencies promoting alcoholic beverages, cannabis, cigarettes, political parties, or religious organizations.
6. All jerseys that have been provided to teams by the association (e.g. U9, U11 Comp and HL) are not allowed sponsorship visibility on player uniforms. Teams will be held liable for jersey replacement if required.
7. Team Manager's are responsible to ensure that the collection/securing of sponsorship monies has been completed prior to a team committing to any items/activities where the sponsorship is the source of funding.
8. For full details of available sponsorship packages to provide to local business it can be found within the EO Sponsor Package on the association website. If members have ideas or association sponsorship leads, they are welcome to pursue them on their own or provide information to the Director of Communications and Marketing. All questions regarding this policy can be sent to the director.