



GCGH Policy Directive

Sponsorship Protocol

- 1- The Gloucester-Cumberland 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 and/or team.
- 2- Player sponsorships will help offset player registration and/or team costs. Members are not limited to the number of sponsorships they can seek, however there will be limited approved space available on their jerseys for advertisement purposes. However, if members can acquire player sponsorships for more than one player, they are encouraged to do so.
 - 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- In regards, to team jersey's the player will be permitted to have one full name bar at the bottom of both home and away jerseys. If the player secures any further sponsorships, they will be permitted to advertise with a 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 GCGH BOD.



- 4- 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.



- 5- All jerseys that have been provided to teams by the association (U9 Comp and HL) are required to be free of all sponsorship bars and not to be damaged (ie: patches and bars to be sewn on, not glued) when returned at the end of the season. Teams will be held liable for jersey replacement if required.

- 6- 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.

- 7- For full details of available sponsorship packages to provide to local business can be found within the GCGH Sponsor Package. If members have ideas or association sponsorship leads, they are welcome to pursue them on their own or provide information to the Director of Fundraising and Sponsorship. All questions regarding this policy can be sent to the director.