* 1. Three types of sponsorships: Association, Team and Individual
     1. **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 Director, Fundraising and Events. Association fundraising will be targeted to address operating shortfalls or specific items (eg. 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.

* + 1. **Team Sponsor:**

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 team player accounts in accordance with the policies for team fundraising (section 6).

* + 1. **Individual Sponsor:**

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

1. Sponsorships are not tax deductible but a letter of recognition for the sponsorship can be provided by the KGHA.

The Kanata Girls Hockey Association will post Association corporate sponsors on the association website with larger sponsors being accorded more recognition/more space on the association web page, according to sponsorship amount, as an overall thank you. Team and individual sponsors may also be advertised on other items such as banners or team web pages at the discretion of teams. It is the team’s responsibility to deliver and fund the sponsorship benefits that were promised to the sponsors (i.e., sponsor plaques, sponsor banners, etc) in collaboration with the Association. It is strongly recommended that team’s record and track deliverables expected by sponsors. Thank you letter template and thank you plaque templates are available from the KGHA and will be posted on the website.

**Sponsor Bars** – Sponsor bars will be allowed on jerseys but the preferred method for recognizing sponsors is through team banners with the sponsor’s name/logo printed on the banner or plaques. Sponsor bars can damage KGHA jerseys and it is **paramount that jerseys must not be damaged by the placement of sponsor bars.**

* + 1. Sponsor bars **cannot be glued on to jerseys and must be** **stitched** onto a jersey in a manner that does not damage the jersey allows for easy removal at the end of the season.
    2. Sponsor bars will be placed at the bottom of the back of a jersey.
    3. One the new 2018 jerseys, name bars will be at the top and the sponsor bars will be centred in the red band at the bottom of the jerseys.
    4. One sponsor bar per jersey.
    5. **The fine for damaged jerseys is the cost of *both* the home and away jerseys replacement.**
    6. Sponsor bars must be black lettering on white bar or white lettering on a black bar with the sponsors name in Arial font.
    7. Sponsor bars cannot cover up required KGHA crests.
    8. Sponsor Logos - Sponsor logos will be allowed on KGHA gear, subject to KGHA approval, and can be placed on the shoulder or arm of a jersey, or on the pants/pant shells. Logos must be sewn on to the jersey or pant shells.

1. **Events**

KGHA could hold events to build profile for the KGHA and enhance a positive player experience. Events do not have to be hockey-specific and can include speakers and participation in parades or community events. Events will usually be organized by the KGHA through the Director, Fundraising/Events/Sponsorship, and the President, in accordance with the sponsorship principles, and within the guidelines of the KGHA insurance policy and the OWHA insurance policy. Where policy does not provide coverage, additional insurance must be obtained.