



Doc. Name	Team Sponsorship	Version	1.0
Original Date	15/Oct/2020	Validity	2 years
Revision Date	15/Oct/2022	Document Owner	Treasurer
Doc. Number	OSRA-TRE-003		

1.0 Purpose

This document identifies the requirements for teams to gain team sponsorship in exchange for OSRA returns. Those returns can be providing with items such as advertising, logo applications and sponsorship bars on jerseys.

2.0 Scope

All OSRA ringette teams that receive money to the team in exchange for an OSRA return. This document does not apply to team donations, meaning the money received by the team does not require a return to the donor of the money.

3.0 Definitions

- Team sponsor – a business, organization or individual that has provided money in exchange for a return in the OSRA, as defined in the sponsorship letter.
- OSRA Returns – the OSRA can provide a number of items in return to the sponsor donation. These items will be outlined in the sponsor letter. Examples include: logo placement on the website, advertisement in the tournament program and sponsor bars on jersey's.

4.0 References

- OSRA Constitution & Bylaws

5.0 Responsibilities

- Team representative – any member of the team that has connected with a potential team sponsor to solicit for a sponsorship. This individual is the representative of the OSRA to the sponsor and is responsible to bring the requirements from the sponsor to the OSRA board.
- Team treasurer/manager – this is a team member that is responsible for collecting the sponsorship money and sending the 10% fee to the OSRA Board.
- OSRA Treasurer – collect and administer sponsorship fees into the organization. Also responsible for identifying any non-compliance to this policy in the organization.

6.0 Instruction

6.1 Each season, each team can solicit for team sponsorship. When approaching potential sponsors, the team representative must present a letter, signed by the association representative, that identifies the sponsorship levels and associated returns from Oshawa Ringette. An example of this letter is provided in Appendix 1.

6.1.1 The OSRA will make the letter available shortly after team formation.

6.1.2 There is no limit on the number of team sponsorships a team can source.

6.1.3 A line item in the team budget must be in place for team sponsors.

6.2 Upon confirmation of the team sponsorship, to the team representative, the OSRA must be made aware the donation amount and the exchange of services the sponsor is requesting. This notification must be received by the OSRA board no later that five (5) days following confirmation to the team.



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6.2.1 10% of the sponsorship amount must be submitted to the OSRA treasurer within ten (10) days of the receipt of money to the team. The team also needs to provide the items to the OSRA board (e.g. logos, websites).

6.2.2 Upon receipt of the 10% sponsorship money, the OSRA will activate requirements within ten (10) days. Examples include additions to the website, addition to publications and permission to make amendments to organize jersey's

6.2.3 This process is inclusive for all team sponsors.

6.3 The team must make provisions for commitments to the sponsor that they can control. Examples include: providing logos & website information to the OSRA Webmaster, development & application of sponsor bars and any team based advertisement that is created.

6.4 Failure to provide the items included in 6.2 will result in an inability to the team and the organization to provide the commitments outlined in the sponsorship letter. Ensure that all commitments are met.

6.4.1 In the event that a team is found to collect sponsorship money without following the process in 6.2 will result in a \$500 fee to the team. The fee is subject to each sponsor that is identified.

7.0 Records

The team is responsible to ensure that all sponsorship information is collected and recorded.

8.0 Linkage to Budget

A line item for team sponsorship must be included in the OSRA budget.

9.0 History

Revision	Summary of Changes	Changes made by
1.0	Document creation	C. Deans



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Appendix 1: Sample of Sponsorship Letter



Oshawa Storm Ringette Association
1300 King Street East, Unit #27, Suite 216
Oshawa, Ontario. L1H 2L6

To whom it may concern,

The sport of ringette was developed in 1963 in North Bay, Ontario. It was originally designed to be a unique winter team sport for girls as an alternative to hockey. It is a sport that inspires passion, dedication, sportsmanship and teamwork. Ringette has evolved into a fast paced, exciting sport combining the speed of hockey with the strategy of basketball. Since 1966 Oshawa Ringette has been an integral part of ringette in North America.

The U19A team is made up of 16-18 year old girls. This is an eager set of players, parents and coaches that plan on qualifying for the 2019 Ontario Provincial Championships. In addition, this year Oshawa will be hosting the 2019 Eastern Canadian Ringette Championships, which this team attends as the host team. We are purchasing a set of unique third jersey's to commemorate this special event. Having access to funds for additional practice ice, equipment and warm-up gear will be essential for the teams success.

Planning for the 2018/19 season is already underway. Listed below is the sponsorship levels provided by the Oshawa Storm Ringette association.

\$250: Media Sponsor – logo and contact info on the website; inclusion in the November tournament program; inclusion in the organization newsletter through the year.

\$500: Team Sponsor - logo and contact info on the website; inclusion in the November tournament program; inclusion in the organization newsletter through the year; name bar on jersey of team of choice; special end of season memento.

\$1000: Silver Sponsor - logo and contact info on the website; inclusion in the November tournament program (1/4 page); inclusion in the organization newsletter through the year; name bar on jersey of team of choice; special end of season memento.

\$2500: Gold Sponsor - logo and contact info on the website; inclusion in the November tournament program (1/2 page); inclusion in the organization newsletter through the year; name bar on jersey of team of choice; special end of season memento.

\$5000: Platinum Sponsor - logo and contact info on the website; inclusion in the November tournament program (full page); inclusion in the organization newsletter through the year; name bar on jersey of team of choice; special end of season memento.

I look forward to hearing back from you.